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THE NATIONAL NEWSPAPER OF MARKETING

Britain Levies 10% Tax on All TV Advertising

Conservative Government to Take Cut Off Top; Admen, Others Protest

LONDON, April 19—Britain's Conservative government slapped a 10% tax on television advertising this week, in a move considered by many advertising men as the thin end of wedge of taxation on all advertising.

Chancellor Selwyn Lloyd announced the new tax Monday in his budget message. He said it is expected to produce revenue of £7,000,000 ($19,600,000) this year and £8,500,000 ($23,800,000) in the full calendar year.

The new duty, effective May 1, will be applied to all invoices before agency commission is deducted. This means billing for £1,000 will cost the client £1,100, including tax, and the agency will get the normal 15% commission on £1,000—or £150, said a spokesman for ABC Television Ltd.

R. A. Bevan, new president of the institute of Practitioners in Advertising, said, "Advertising is an essential link between the mass production and mass consumption necessary to keep our economy vigorous and expanding. No one therefore can welcome any tax which discriminates against advertising. Still less can they welcome tax which discriminates against a particular form of advertising . . . A discriminatory excise duty on television advertising would hamper us considerably in our professional activities."

■ Mr. Bevan said that until the program companies have spoken, it is not known whether the tax will be passed on to advertisers. "If it is passed on, it will aggravate the difficulties under which agencies and advertisers find themselves in

(Continued on Page 141)

FCC Move Seen Putting All TV Option Time in Jeopardy

WASHINGTON, April 20—The handwriting is on the wall for option time as the newly reorganized Federal Communications Commission today moved to nullify the compromise option time rule which had been adopted by the commission last September.

Under the compromise which became effective Jan. 1, the amount of time which networks may option on individual stations was sliced from three hours to two and one-half hours in each time period. The compromise had been a 4-3 decision, with the minority arguing that option time should be eliminated entirely.

■ The turnabout came suddenly early this week, when the commission notified the court of appeals here that it would like four extra days to reconsider the compromise rule currently before the court for review. Today the commission notified the court that it is not interested in defending the compromise

(Continued on Page 10)

Look who's putting the cat back in the bag

HOLD THAT TIGER—*Oklahoma Oil, a subsidiary of Humble Oil & Refining Co., will precede its May 12 introduction of Enco brand gasoline with newspaper pages like this in Chicago, Indianapolis and other midwestern markets.* *(Story on Page 4.)*

Timken Sues U.S. for Disallowed Ad Costs

Ads Not for Lobbying Purposes, Company Says in $1,282,960 Lawsuit

CLEVELAND, April 20—A head-on fight over the right of advertisers to deduct the cost of ads which discuss public issues involving the welfare of the business shaped up today as Timken Roller Bearing Co. filed suit to recover $1,282,960 which the Internal Revenue Service collected by disallowing Timken's institutional ads over a four-year period.

Timken said the ads, dealing with economic, financial, social and other subjects of a general nature, "were deemed necessary and proper to foster and develop a favorable climate" for the company's production, sales and business. It contended that the Internal Revenue Service abridged freedom of speech and press when it "discriminated against and penalized" the company by denying deductions for some ads, while at the same time permitting deduction for other ads which were "not deemed objectionable."

■ The company's move to recover its tax payments in the federal district court here culminates a long controversy which started when IRS took the position that many Timken ads could not be regarded as reasonable and necessary under the tax laws. In a statement today Timken said the tax claims were paid last September in order to avoid further interest accumulations, and that the case was brought to court today after IRS rejected claims for refunds.

Simultaneously with filing the

(Continued on Page 12)

Brunswick Names Roche, Rickerd for Its MacGregor Line

CHICAGO, April 21—Brunswick Corp. today appointed Roche, Rickerd & Cleary to handle its MacGregor sport products division. The account is expected to bill about $500,000 this year.

Brunswick said that the deciding factor in the selection of Roche, Rickerd was the agency's long experience and background in the sporting goods field. The agency handled Wilson Sporting Goods Co. for 24 years before losing the account last August to Campbell-Mithun (AA, Aug. 15).

Roche, Rickerd won the account in competition with 11 other agencies (AA, April 10). The agency's team was headed by C. E. (Tex) Rickerd, president.

■ The three subsidiary companies included in the MacGregor division and their former agencies are MacGregor Sports Products Inc., Cincinnati (Hugo Wagenseil & Associates, Dayton); Brunswick Sports Products Co. (formerly Union Hardware Co.), Torrington, Conn. (Graceman Advertising, Hartford); and Red Head Brand Co., Chicago (MacDonald-Cook Co., South Bend). #

Four A's Hears Plan to Improve Ad Field's PR

Opinion Leaders Hostile on 'Sociological, Not Economic' Grounds: H&K

(For other news and pictures of the Four A's meeting see Pages 3, 104 and 136.)

WHITE SULPHUR SPRINGS, W. VA., April 21—The public relations problems of the advertising business, particularly the agency business, held the spotlight at the annual meeting of the American Assn. of Advertising Agencies here this week.

The new public relations program which Hill & Knowlton is to conduct for the Four A's was outlined to the group. It includes:

- A depth attitude research study.
- A magazine for opinion leaders, called "Advertising Today."
- A test advertising seminar at a major university.
- More speeches before non-advertising groups, closer contact with textbook authors, more library reference material.
- Increased understanding of the

(Continued on Page 134)

Big Fellows Study 'How Law Can Be Shaved' . . .

Ad Offenders Include More Than Just 'Irresponsible Few,' Dixon Tells ANA

FTC Chief Warns of 'Heavier, Faster-Firing Guns' to Hit False Ads

(For other news and pictures of the ANA meeting see Pages 3 and 106.)

WASHINGTON, April 19—Paul Rand Dixon, the new chairman of the Federal Trade Commission and the closest thing to a big bad wolf the Kennedy administration has so far provided the advertising business, turned up at the Assn. of National Advertisers spring meeting Monday to warn that the FTC would indeed enforce the statutes on false advertising.

False advertising both gyps the consumer and harms reputable competitors, he said, and becomes a weapon of monopoly in the process.

"False advertising will not only continue to be a major target of the commission, but heavier, faster-firing guns will be brought to bear on it," he said.

■ Mr. Dixon stressed the importance of speeding up commission procedures, so that an ad campaign, "redolent with deception," won't die of exhaustion before the FTC gets around to dealing with it. He derisively spoke of the "Chesterfieldian courtesy of the law" and the commission's long hearing schedules, from which one might conclude that "lawyers and witnesses still had to travel by horse-

(Continued on Page 132)

Last Minute News Flashes

Helene Curtis Tests Buffa Vess, Stomach Remedy

CHICAGO, April 21—Helene Curtis Industries currently is test marketing a new effervescent stomach remedy—Buffa Vess—in a number of undisclosed markets. Newspapers and radio spots are being used, via Edward H. Weiss & Co. Buffa Vess is the company's first entry in the drug and proprietary field, with "many more products scheduled to follow," AA was told.

B. D. Adams Absorbs Richards' Boca Raton Office

BOCA RATON, FLA., April 21—Burke Dowling Adams Inc. will take over the local office of Fletcher Richards, Calkins & Holden on May 1. Adams will get five accounts, including Arvida Realty Co., and about five people. Paul S. Batterson, vp-creative director, will move to Richards' New York office.

General Dynamics Cuts Back Ad Budgets

NEW YORK, April 21—General Dynamics, shrugging off shakeup reports after a $27,000,000 loss last year, got set for an April 27 stockholders meeting by chopping ad budgets and "deferring institutional ads to a commercial-product sell across the board." General Dynamics spent about $1,834,032—"about 90% of our budget"—in print media in 1960. D'Arcy Advertising is the principal General Dynamics agency.

Macfadden Plans Printing Buy, Ads for 'Pageant'

NEW YORK, April 21—Macfadden Publications will follow up its purchase of Hillman Periodicals' paperback line and *Pageant* magazine—which will take ads for the first time—plus part of Teleglobe Pay-TV (AA, April 17) by buying a "leading printing house." Heavy vending machine distribution of all Macfadden publications is planned by the parent company, Bartell Broadcasting Corp., which acquired Macfadden last February (AA, Feb. 27).

(Additional News Flashes on Page 133)

'60 National Ads in Dailies Rose to $782,149,000

GM Again Led Top 5 Users; Corn Products, Brown & Williamson Gain

(Figures begin on Page 52)

NEW YORK, April 21—National newspaper advertising gained slightly in 1960, inching up from 1959's record volume of $772,905,000 to $782,149,000—an advance of 1.2%. In 1958 the figure was $719,049,000.

The automotive and transportation classifications figured prominently in newspapers' gain. Automotive was ahead by more than 10%, moving from $178,460,000 to $196,685,000 last year. Transportation moved up better than 5%, from $49,986,000 to $52,547,000. Other stalwarts in the newspaper picture were down: Alcoholic beverages skidded, ever so slightly, from $62,300,000 in 1959 to $62,276,000 last year, and tobacco volume slid over 15%, from $41,498,000 to $35,031,000.

Because of a revision of Media Records' classifications, several categories were no longer exactly comparable. The grocery classification, a perennial big gun in newspaper circles, now appears as "foods" and "household supplies." These categories, combined, last

year totaled $157,784,000. In 1959, groceries amounted to $154,540,000.

■ Among the top 100 national advertisers in the medium, General Motors continued in first place, with a $40,354,000 investment, an increase of 4.5% over its '59 newspaper appropriation. The first five advertisers in 1959 held the same spots as last year. They were Ford Motor, in the runner-up slot with an expenditure of $18,669,000, followed by Chrysler Corp., General Foods and Distillers Corp.-Seagram's. American Tobacco, sixth in 1959 with an investment of $9,257,000, slumped to 14th place last year, when it spent $5,543,000.

Biggest jumps were made by Corn Products, 86th in 1959, when it spent $1,459,000, to 19th last year, by virtue of a $4,498,000 investment; and Brown & Williamson Tobacco, 57th in '59, when it put $2,063,000 into the medium, to 20th rank last year on the wings of a $4,316,000 investment. #

Tidy House Shifts to Marschalk Unit

SHENANDOAH, IA., April 21—Tidy House Products Co., a division of Pillsbury Co., has moved its account, with billings of more than $1,500,000, from Guild, Bascom & Bonfigli, San Francisco, to McCann-Marschalk, New York. The change is effective June 1.

It also was indicated that Pillsbury may assign some new products from its grocery products division at a later date to either McCann-Marschalk or McCann-Erickson or both, but no decision has been reached on this development.

Earl A. Clasen, vp of Pillsbury's grocery products unit, told ADVERTISING AGE that his company had contacted McCann-Erickson for Tidy House, but McCann was unable to accept the business because of a conflict with its Colgate business (presumably Ajax cleanser and Spree detergent).

■ McCann-Erickson executives recommended McCann-Marschalk for the Tidy House business, and the recommendation was accepted. Pillsbury has an understanding with both McCann-Erickson and McCann-Marschalk that they will be available to accept any new products being developed in Pillsbury's grocery products division.

"We are favorably considering both agencies for some new products, but no decision has been reached as yet and we have made no commitments," Mr. Clasen said. The decision will be based on McCann-Marschalk's performance with Tidy House, he added.

Mr. Clasen emphasized that none of Pillsbury's established products, currently handled by Campbell-Mithun and Leo Burnett Co., will be given to the McCann agencies. "Both Campbell-Mithun and Burnett have done excellent jobs for us," he said.

■ Pillsbury officials considered three or four other agencies for Tidy House, but they declined to name the agencies. Asked why Tidy House did not go to Campbell-Mithun or Burnett, Mr. Clasen pointed out that both agencies had product conflicts—Campbell-Mithun with Gold Seal Co., and Burnett with Procter & Gamble.

Mr. Clasen said he was very impressed with the "marketing approach" of McCann-Marschalk, and with Stuart D. Watson, president and general manager of the agency, and "his team." Charles Middlestadt has been appointed account supervisor for Tidy House.

■ J. C. Rapp, vp and general man-

(Continued on Page 134)

Tenneco to Launch 3-Media Push for New Name, Products

HOUSTON, April 21—Tenneco Oil Co. tomorrow will launch a new brand name, Tenneco, and a line of new products at 300 of the 800 service stations in 22 states which handle its brands. The company hopes to ride the "re-identification campaign" as part of its drive to sell Tenneco products in 1,000 stations by spring of 1962.

Tenneco is a newly-organized oil company and a subsidiary of Tennessee Gas Transmission Co., one of the nation's ten largest utility corporations. Part of its present organization and work came from the Bay Petroleum Corp., under whose Bay brand the gasolines, oils and other products have been sold for about six years. Reach, McClinton & Co., New York, is the agency, and the Tenneco budget for 1961 is about $1,900,000. Tenneco declined to say what portion is going for the re-identification campaign.

Tenneco advertising features the "Quality Twins," the regular and premium gasolines, alike except for octane number (power), and containing a new additive which Tenneco says, "combines in one all the features that previously have been available only in a number of additives individually." Lubricants also have been reformulated, Tenneco said.

■ The company chose the Tenneco brand name and emblem after extensive study and field research by Lippincott & Margulies Inc., New York.

It is being featured in a five-week program of re-identification advertising in 15 states—in 142 newspapers and on 51 radio and 13 television stations—in Colorado, Kansas, New Mexico, Nebraska, Wyoming, Alabama, Louisiana, Mississippi, Texas, Florida, Georgia, Kentucky, North Carolina, South Carolina and Tennessee.

A continuing program of advertising will follow the re-identification campaign, using newspapers, tv, radio, direct mail, outdoor, and trade papers. #

Vindale Names Spinning

Rolfe C. Spinning Inc., Royal Oak, Mich., has been named to handle advertising of Vindale mobile homes, manufactured by Vindale Corp., Brookville, O.

NEW AWARD—*Swift & Co. is promoting its new Award margarine with newspaper ads like this one in test markets on the West Coast and New England. Spot tv also is being used. Leo Burnett Co., Chicago, is the agency.*

Polaroid, Du Pont Win ABP Awards for Second Year

Two Companies Take Two of Seven First Places in Merchandising Category

NEW YORK, April 21—Associated Business Publications will present its 19th annual business paper advertising awards on Monday for campaigns to dealers and distributors that appeared in merchandising publications. Awards will be presented in seven divisions.

Polaroid Corp., handled by Doyle Dane Bernbach Inc., has emulated last year's success by again getting a first, this time for ads aimed at impressing the trade "with the content, the weight and the quality of Polaroid's national advertising."

E. I. du Pont de Nemours & Co. is another second-timer, this time with a campaign handled by Batten, Barton, Durstine & Osborn. Products promoted were Du Pont nylon, Orlon and Dacron.

The winners and a description of the award-winning campaigns follow:

Division 1—Advertising to introduce new

(Continued on Page 142)

IAA Gets Picture of Ad Operations Against Backdrop of Troubled World

Prospering Japanese to Drop Import Restrictions; Pro, Con on Africa Told

NEW YORK, April 19—Troubled international conditions occupied the center stage this week at the 13th annual congress of the International Advertising Assn.

Some 500 admen gathered for the three-day session at the Waldorf-Astoria, and while they heard a great deal about expanding markets overseas, they also were lectured repeatedly by speakers who addressed themselves to the larger political questions.

• The exploding Cuban situation was on the minds of many. The threat posed by Red China was staked out starkly by Henry R. Lieberman, assistant to the foreign editor of the *New York Times*, who warned that China is bent on the destruction of U.S. power and influence.

• No more encouraging was Igor Gordevitch, editor-in-chief of *Vision*, who reported that Mr. Castro's appeal to the Latin American masses "is undeniable" and who charged that the U.S. government has consistently neglected—and is still neglecting—the republics south of the border.

• In much the same vein was an impassioned talk by Heriberto Vidales, a leading Mexican business man. Mr. Vidales, who among other enterprises operates the largest supermarket chain in Mexico City, bitterly accused the U.S. of failing to come to the aid of the Latin American people. He also charged "the two leading weekly news magazines" of the U.S. with

(Continued on Page 42)

'Journal' Names Heck to Art Post

NEW YORK, April 20—Tom Heck, formerly a senior art director with McCann-Erickson, has been named art director, a new title, of *Ladies' Home Journal*, effective May 15.

Tom Heck

Mr. Heck will complement and head the *Journal's* regular art staff, which has been under the direction of Stanley Freeman, picture editor here, and William Fink, of the magazine's Philadelphia office, who has been associate editor in charge of the art department.

Mr. Heck had worked on McCann's Coca-Cola and Buick accounts; prior to joining that agency in 1956, he was with Young & Rubicam. #

JWT, EWRR Top U.S. Agencies in Profits in Britain

LPE's Dutton Reveals Figures for First Time in Speech at IAA Meeting

NEW YORK, April 19—Profits of U.S. agencies operating in Britain were revealed today in the closing talks at the 13th Annual Congress of the International Advertising Assn.

• J. Walter Thompson Co. Ltd. headed the list with gross profits of $1,080,676 in 1959, compared with earnings of $735,266 in 1958.

• Erwin Wasey, Ruthrauff & Ryan had pre-tax profits of $815,421 in 1959, a sharp gain over the $538,468 cleared in 1958.

Comparable figures for other U.S. agencies were as follows:

• Young & Rubicam, $690,659 and $743,587.

• McCann-Erickson, $85,744 and $175,964.

• Foote, Cone & Belding, $263,020 and $262,323.

• Hobson, Bates & Partners, $58,741 and $123,102.

• Benton & Bowles, a loss of $64,582 in the year ended April 30, 1960, against profits of $205,055 in the previous fiscal year.

■ These earnings records were made public by David Dutton, managing director of the London Press Exchange, who pointed out to ADVERTISING AGE that he was not

(Continued on Page 108)

FCC, NAB Agree to Study License Renewal Form Plan

WASHINGTON, April 20—A meeting between top officials of the National Assn. of Broadcasters and the Federal Communications Commission has resulted in an effort to work jointly toward agreement on the controversy over FCC's proposed license renewal forms.

The commission is proposing that broadcasters must submit detailed information outlining their efforts to serve their communities, together with full descriptions of their programming. NAB has taken the position that FCC's forms put an immense burden on the broadcasters and provide far more detail than the commission can possibly use.

The effort to develop a satisfactory substitute got under way when NAB President LeRoy Collins and NAB general counsel Douglas Anello met Tuesday with FCC Chairman Newton Minow. As a result of NAB's offer of cooperation, FCC postponed until June 1 the deadline for comments on the renewal form. Previously the deadline was set for May 1. #

Highlights of This Week's Issue

Arthur H. Motley, president of the U. S. Chamber of Commerce and publisher of Parade, says no budget could be big enough to permit the government alone to do the job of policing advertising ..... **Page 8**

William Capitman, president of the Center for Research in Marketing, says pretesting television commercials is most effective when it is conducted in a normal viewing situation ..... **Page 29**

A. T. Zodda, corporate vp of international operations, Olin, proposes that U. S. pharmaceutical companies operating abroad set aside 1% of their net sales for an institutional advertising program "to tell the true story of our industry to the people of the world" ..... **Page 32**

Radio advertisers use timely topics, alliteration and humor to beguile listeners into buying their products ..... **Page 34**

Albert McCleery, veteran tv producer, issues a challenge to television stations to lead the industry by creating style in their programs ..... **Page 38**

United Air Lines maps heavy advertising campaign to announce its contemplated merger with Capital Airlines ..... **Page 40**

Television Bureau of Advertising survey reports that automobile manufacturers spent $58,233,995 in network and national spot tv in 1960, a 19% gain over expenditures in 1959 ..... **Page 48**

John W. Craig, vp and general manager of the major appliance division of Westinghouse Electric Corp., says the appliance industry must "replace intuition and hunches with near-science" in its marketing if it is to close the gap between factory and marketing performance ..... **Page 51**

American Medical Assn. launches a campaign attacking proposed legislation which would establish a compulsory health care program for everyone covered by Social Security ..... **Page 84**

Shell Oil Co. newspaper campaign draws both praise and criticism from Shell service station dealers ..... **Page 86**

General Electric Co. will re-enter the color tv receiver field next fall ..... **Page 88**

Lewis Research Laboratories launches a 13-week television push in New York to introduce Drain-Aid, Stain-Aid and Septi-Kleen ..... **Page 90**

Black & Decker Mfg. Co. uses a 1,200-line b&w insertion in the Wall Street Journal and a two-minute commercial participation on the Dave Garroway "Today" show to announce its new Cordless electric drill ..... **Page 92**

Mark McElroy, Ohio state attorney general, says Ohio residents are being taken for about $300,000,000 a year by advertising frauds ..... **Page 96**

Newspapers, magazines and books are exempted from increase in most postage rates for international mail ..... **Page 130**

Max Banzhaf, director of advertising, promotion and public relations of Armstrong Cork Co., criticizes use of the words "creative" and "marketing" in the advertising field ..... **Page 108**

FIGURES TO FILE

Automobile Gross TV Time Billings in '60 ..... Page 48
Top 100 National Newspaper Advertisers in 1960 and 1959 ..... Page 52
Advertising Expenditures in Newspapers, 1960 ..... Page 52
Newspaper Ad Expenditures by Classification, 1960 ..... Page 54
Farm Publication Linage ..... Page 129

REGULAR FEATURES

Advertising Market Place 138
Agencies Ask Us 111
Along the Media Path 50
Coming Conventions 26
Creative Man's Corner 114
Editorials 18
Employe Communications 112
Farm Publications Linage 129
Getting Personal 24
Information for Advertisers 88
Obituaries 133
On the Merchandising Front 114
Peeled Eye Dept. 116
Photographic Review 106
Production Tips 112
Rough Proofs 18
Salesense in Ads 116
This Week in Washington 141
Voice of the Advertiser 124
What They're Saying 18

Court Rules Castro Owes Harris $329,000

Auction of Planes to Satisfy Ad Claim Ordered if Pay Is Slow

MIAMI, April 19—Miami adman Erwin Harris today was awarded a final judgment of $329,000 against the revolutionary government of Cuba.

The action in Florida circuit court here climaxed 10 months of maneuvers by Harris & Co. to recover money it had spent promoting tourism to Cuba before the Castro government canceled the campaign.

The cancelation and Havana's refusal to pay for advertising already run left the Harris agency owing some $250,000 to media.

Mr. Harris said today that most of this debt has already been paid by him. He expects to be able to clear the entire account within a month.

Judge Francis Christie gave the Cuban government until the first week in May to pay Harris the $329,000. If the claim is not settled, Cuban assets tied up by Harris will be put up for auction at a sheriff's sale. These assets include four commercial airliners and a B-26 plane which bombed Cuba this week and was seized when it landed in Miami.

■ Mr. Harris said these assets are worth well in excess of his $329,000 judgment.

Mr. Harris, who is now doing work for the anti-Castro forces in Miami, was ecstatic about his victory. "This means the world to us," he said.

Asked whether he thought the Cuban government would pay up to forestall the auction, he said: "It doesn't make any difference to me." ≠

Moore, CBS-TV in Tug-of-War Over Sponsor Choice

NEW YORK, April 21—There is a tug-of-war going on between Garry Moore and his bosses at the CBS-TV network over who will sponsor the now-open alternate half-hour on Moore's variety show next fall.

CBS wants to replace Plymouth, which is pulling out of this $6,000,000 commitment, with Oldsmobile. Mr. Moore prefers to sign Allstate Insurance Co. and Pepsi-Cola Co. as co-sponsors with the already set R. J. Reynolds Tobacco Co. and S. C. Johnson & Son.

Mr. Moore said it would destroy his integrity as a salesman-performer if he went off the air in June saying how great Plymouth was, then come back three months later and talk about Oldsmobile.

Plymouth asked for a month's extension in making up its mind on a fall renewal. This would have delayed the decision until May 15. Mr. Moore opposed this delay since good sponsors are snapped up fast this time of year, whereupon CBS proposed the acceptance of Olds as a replacement.

■ The Oldsmobile order is for an alternate hour. Allstate and Pepsi-Cola want to share an alternate hour.

Mr. Moore's office reported today that CBS was still trying to convince him it was all right for him to prefer Plymouths in June and Oldsmobiles in September, but the comedian, who has won many battles with the network, was holding firm. ≠

Carter Conceison Schweithelm

ANA CHIT CHAT—*Chatting at the spring meeting of the ANA in Washington were William Carter and James Conceison, William Carter Co.; and Kermit Schweithelm, Chase Manhattan Bank.*

'Smart New' Advertiser Wants Agency to Try New Ways, Hobbs Advises ANA

WASHINGTON, April 19—Advertisers attending creative sessions of the spring meeting of the Assn. of National Advertisers were encouraged to break traditional patterns.

Whit Hobbs, vp of Batten, Barton, Durstine & Osborn, argued that creative men today are advertising men, accustomed to being given research, marketing and manufacturing information. He said smart clients want their agencies to surprise them, to lead them in new directions. The client will buy new vehicles, try new approaches, asking for more style and polish, search for new ways to lead the pack, he said.

Because of the new client, Mr. Hobbs said, "the art of advertising has become the liveliest of the lively arts.

"There's more ingenuity in a few well-turned tv commercials—more flair and style and pace and inventiveness—than in a whole evening of tv programming," he said. "The new Chun King commercials are more professional and more polished and more entertaining than most of what's on Broadway. The Maxwell House coffee pot commercial has more musical excitement than you can find in most of the big musicals."

The advice offered the ANA was, "Invite your creative man

(Continued on Page 15)

'Confidence in U.S.' Drive Told to ANA

WASHINGTON, April 19—The Advertising Council's new campaign to build confidence in America was unveiled at the Assn. of National Advertisers spring meeting.

T. S. Repplier, president of the council, said the campaign will not be suspended if the curve of business rises. In the case of a similar 1958 drive, Mr. Repplier said, "We made a mistake. We stopped the campaign as soon as the recession saucered out. We don't propose to make that mistake again."

The campaign (AA, March 6, 13, 20, Feb. 27) stresses the contributions made to the economy by industry research. ≠

10,000,000 Sanka Packs Bound in 'TV Guide' 'Family Circle'

NEW YORK, April 20—The newest wrinkle in mass sampling starts this week, as General Foods, *Family Circle* and *TV Guide* join forces to offer some 10,000,000 pouches of New Instant Sanka, bound into copies of the two magazines.

The pouches—each is enough for four cups—are part of a four-page insert in 45 local editions of *TV Guide* for April 29 and in the remaining 14 local editions May 6. In *Family Circle* the sample is part of a two-page insert in the May issue.

The sampling is limited to food store sales and newsstand distribution. Each insert also contains a 10¢-off coupon. *TV Guide's* 3,000,000 mail subscribers will receive the insert ad and 10¢ coupon but no sample. All *Family Circle* distribution is in food stores.

The sampling method was tested in San Diego and Indianapolis. It is the high point of the $2,000,000 ten week introductory campaign launched last month (AA, March 13) for Instant Sanka.

Young & Rubicam is the agency.

Sunkist Retains Meteorologist to Aid in Ad Planning

LOS ANGELES, April 18—On the theory that a freeze in the weather means a squeeze in lemon sales—and vice versa—Sunkist Growers has come up with a new twist in lemon market research—a company weather man.

The fruit cooperative announced this week that it has hired meteorologist Irving P. Krick to work up weekly weather forecasts covering Sunkist's southern, midwestern and eastern markets. The forecasts, Sunkist explained, will be used by its salesmen and merchandisers "to keep customers informed of impending changes" in the weather.

"This is important, because it takes six days for a refrigerated car of lemons to travel from California-Arizona to New York," Sunkist said, "and unless the market is aware of possible weather changes, abrupt shortages in supplies might occur."

Sunkist believes also that the Krick forecasts—which are made from weather stations in Switzerland—will aid retailers in planning promotions for peak temperature periods.

■ What's more, Sunkist said it plans "an intensive advertising concentration" in its southern sales division geared to the weather forecasts. "If successful, this type of effort will be adapted to other areas of the country," Sunkist concluded.

Leo Burnett Co. is the agency on the lemon account. ≠

'Sell Proposition' Precedes, Not Precludes, Creativity, Bernbach Says

Agency Head Tells 4A's He's 'Appalled' It's Deemed Ultimate

WHITE SULPHUR SPRINGS, April 21—The creative sessions of the American Assn. of Advertising Agencies' annual meeting here heard an advertising agency president who believes in intuition; a woman who is a vp in an agency which believes fashion is made in advertising; a researcher who believes ads can be improved with research data; a researcher who thinks neurotics aren't necessary in advertising; and a psychiatrist who thinks advertising men feel guilty because they enjoy their work.

■ William Bernbach, president of Doyle Dane Bernbach, New York, in a speech prepared for delivery tomorrow took a couple of anonymous swipes at "scientific" agencies and "selling proposition" shops in a speech extolling creativeness and selling good taste, good art and good writing as good advertising.

He said he was "appalled" that some agencies figure their job is finished once they come up with "the selling proposition."

■ "It's exactly at this point that we need creativity," he said. "It's exactly at this point that we need, not word and picture mechanics, but imaginative, original craftsmen who can take that selling proposition and, with the magic of their artistry, get people to see it, get people to remember it."

He warned against "falling prey to medicine-man claims that advertising is a science and all you need is the proper equation and you are assured of success."

According to Mr. Bernbach, "There are a lot of great technicians in advertising. And unfortunately they talk the best game. They know all the rules. They can tell you that people in an ad will get you greater readership. They can tell you that a sentence should be this long or that short . . . They are the scientists of advertising.

■ "But there's one little rub. Advertising is fundamentally persuasion, and persuasion happens to be not a science but an art. And therefore not one of these advertising scientists can tell you how to create an idea.

"It is our belief," said Mr. Bernbach, "that there is nothing more practical to an advertiser than an institution so refined by practice that it can provoke a reader to attention with fresh, imaginative insight or, if you will, ideas.

"It is our belief that every other activity in our business—media, marketing, merchandising, research—is a prelude, however important, to the final performance, which is the ad; that the measure of that performance is its persuasion; and that persuasion is not a science easily learned, like an equation, but an art that can reach inspired heights only by a deeply personal

(Continued on Page 136)

Canfield Beverage Account Switches to Daniels from Aves

CHICAGO, April 19—A. J. Canfield Co., marketer of 50/50 grapefruit-lime drink, ginger ale, root beer and other soft drink products, has moved its advertising account from Aves, Shaw & Ring to Zed R. Daniels Inc., effective June 1.

Aves, Shaw & Ring, which had handled the account for nearly 20 years, declined any comment on the move.

The Daniels agency won the account in competition with seven other agencies. The winning presentation was made by Ernest Allen, vp and creative director; Ray Peterson, vp and marketing director, and Mr. Daniels, who formerly was director of marketing of Crush International before opening his own shop last year.

■ The Canfield company is one of the largest independent bottlers in the U.S. Canfield products are big sellers in the Chicago area and the company confines its marketing area to the state of Illinois. ≠

Spend More on Ads to Boost Tourism to Europe, Travel Conference Urged

Alleviating Short Term Foreign Exchange Woes Isn't Enough: Lickorish

NEW YORK, April 18—Is Europe spending enough to attract American tourists?

The answer would seem to be no, based on reports delivered here last week at the 10th anniversary meeting of the European Travel Conference.

Sponsored by the 21-nation European Travel Commission, the conference brought together all segments of the European tourist business for a discussion of common problems.

Aside from the call for more promotion, the demand most frequently voiced at the conference—particularly by travel agents—was one for lower transportation fares. It was pointed out several times that there is nothing like a fare reduction to persuade people to go to Europe.

■ In what was probably the most illuminating report prepared for the conference, L. J. Lickorish, deputy director-general of the British Travel & Holidays Assn., criticized governments for regard-

(Continued on Page 22)

CALL TO COLORS—*Fostoria Glass Co. will promote its American hand-molded glassware with the patriotic flair in the May American Home. Fuller & Smith & Ross is the agency.*

Elgin Watch Asks for Presentations by JWT, 9 Other Shops

ELGIN, ILL., April 20—Elgin National Watch Co. has invited its present agency, J. Walter Thompson Co., and nine other "pre-selected" agencies to make presentations to the company in a reappraisal of Elgin's advertising program.

The examination of advertising policies comes on the heels of some top management changes at Elgin in the last six months which saw Robert Fickes take over as president. Henry Margolis, Elgin board chairman, moved into his post about three years ago following a successful proxy fight against the old Elgin management. All aspects of management are being reviewed, the company said.

William E. Koch, vp of marketing, told ADVERTISING AGE that no agencies other than the ten chosen by Elgin will be considered for the account, which bills about $1,000,000. He made it clear that the "examination of a revised advertising approach by Elgin's corporate and operating management does not presuppose a termination of relationship with J. Walter Thompson Co."

■ The select ten agencies will begin making presentations in May, Mr. Koch said, and he added that the agencies have been requested not to make speculative presentations, which would include visuals and layouts. A decision on an agency will be made about June 15, he said. He declined to name any of the other agencies.

Elgin executives who will interview the agencies include, in addition to Mr. Koch, S. M. Phillips, national sales manager; D. P. Burch, merchandise manager; and Gordon Howard, advertising manager.

Not affected by the reappraisal are Elgin's two other agencies—Kenyon & Eckhardt Ltd., Toronto, which has Canadian advertising, and Robertson, Buckley & Gotsch, Chicago, which handles Elgin's trade materials-industrial sales division.

Elgin's ad expenditures last year amounted to $600,000 in television and about $400,000 in print media, Mr. Koch said.

JWT has been Elgin's agency for the past five years, getting the account from Young & Rubicam (AA, April 16, '56). Y&R had got the account from JWT just five years prior to then (AA, Feb. 26, '51). ≠

Harrington Adds WRGB

Harrington, Righter & Parsons, New York, has been picked by WRGB, Schenectady, N.Y., to succeed NBC Spot Sales, which must discontinue spot representation of tv affiliates. Harrington will take over representation about July 1 for WRGB, the fourth station to leave the NBC camp.

TV TEASER—*Teaser tv ad for Oklahoma Oil, preceding changeover to the Enco brand name, will feature speeded up action (a la oldtime movies) to show the activity going on to prepare for the name change.*

Tiger Sacked as Humble's Enco Brand Replaces Oklahoma

(Picture on Page 1)

CHICAGO, April 20—Humble Oil has sacked the Oklahoma tiger.

Beginning May 12, Oklahoma, a brand which has made strong gains in midwestern markets since 1954, will be replaced by Enco, the new gasoline brand name for Humble Oil & Refining Co., the parent company. An estimated $1,500,000 has been budgeted for advertising the changeover during the next nine months.

Oklahoma advertising (principally on telecasts of Chicago Cubs and White Sox games) has used the line: "Put a tiger in your tank," and has even used live tigers on tv commercials (AA, April 25, '60).

A teaser campaign leading up to the changeover May 12 (labeled "Happy Motoring Day") begins this week, to be followed by a full scale Enco announcement drive. Needham, Louis & Brorby is handling the campaign.

■ During the first 14-week period, a total of 62 pages of newspaper advertising is scheduled for Chicago (some in color), and 31 pages in Indianapolis, the two principal urban markets for Oklahoma. In 15 additional markets in Illinois, Indiana and Iowa, newspaper ads will total 60 pages, plus 120 1,200-line ads.

In television, Oklahoma will run 639 spots in Chicago and 498 spots in Indianapolis. There are 301 five-minute newscasts scheduled for WIND Radio in Chicago, and 4,500 radio announcements are scheduled for radio outside Chicago and Indianapolis.

■ Humble, the chief operating arm of Standard Oil Co. (New Jersey), is in the process of changing its subsidiary companies over to the Enco brand name. This has already been accomplished by Carter in the Northwest, Pate in Wisconsin and Humble in Ohio. ≠

Zenith Plans $1,500,000 Spring Ad Campaign

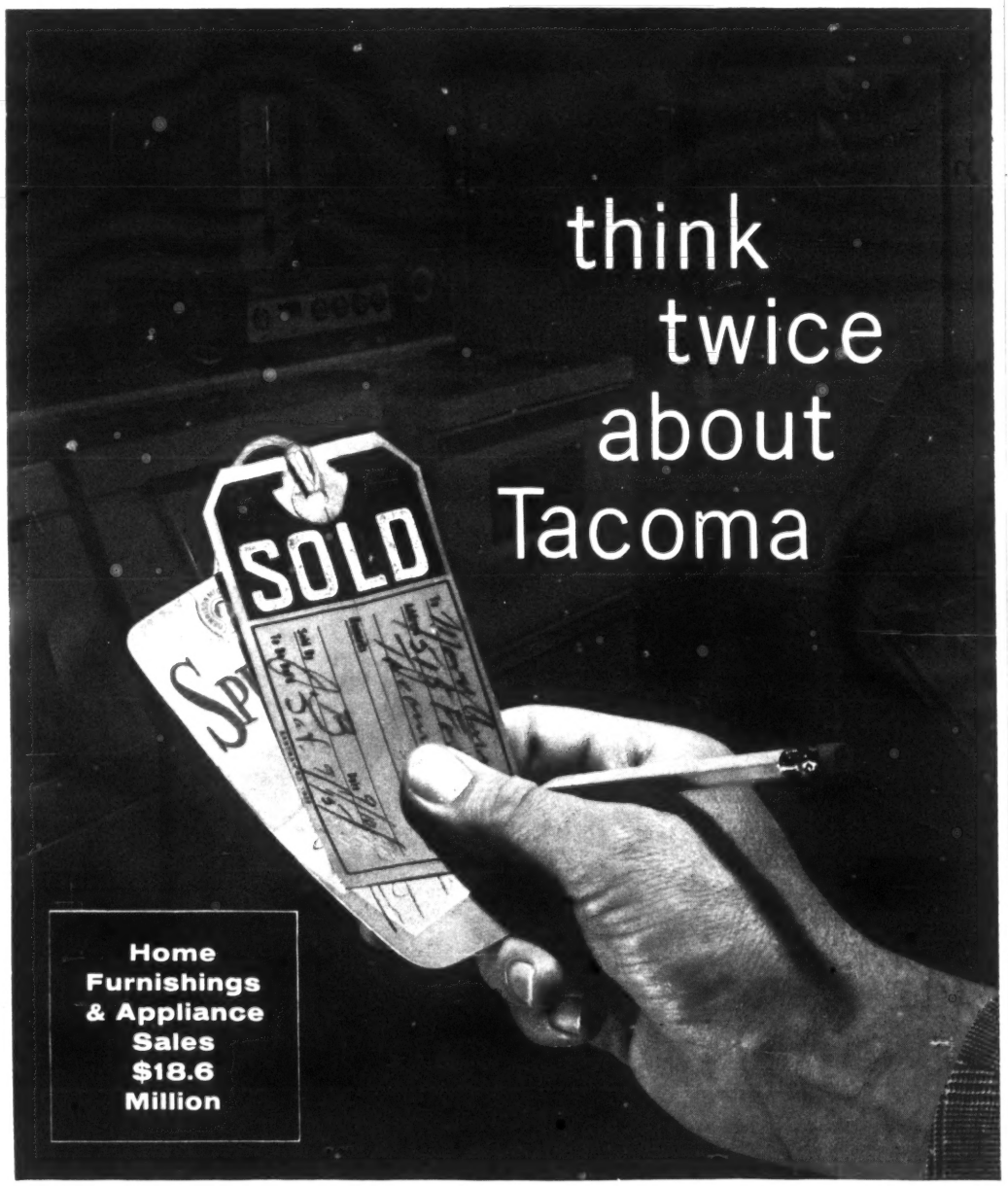
Zenith Radio Corp., Chicago, is running a spring campaign in print media for its radios and tv sets. The company said $1,500,000 will be spent in newspapers and magazines. Over $1,000,000 will be placed locally, and national insertions will run in 225 newspapers.

Magazines on the schedule during April, May and June include *Esquire*, *Holiday*, *House Beautiful*, *House & Garden*, *Newsweek*, *The New Yorker*, *Sports Illustrated* and *Time*. Zenith is introducing new portable and console model tv receivers during the campaign. Foote, Cone & Belding, Chicago, is the agency.

Elcona Names Peitscher

Elcona Homes Corp., Elkhart, Ind., has named Peitscher, Janda/Associates, Chicago, its advertising and merchandising counsel.

Planning a promotion in the Pacific Northwest?



Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.

Ask the man from Sawyer-Ferguson-Walker Company.

WHAT CAN 3,200,000 NEW MOTHERS DO FOR YOU IN 1961?

They can boost your sales to a new all-time high.

In 1961, GIFT PAX can sample your product to 3,200,000 new mothers. It will place your samples into the hands of these new mothers right at the hospital bedside, when the impact is greatest.

Gift-Pax®

CONTROLLED PRODUCT SAMPLING to NEW MOTHERS IN HOSPITALS

A low cost test can be arranged for any area you wish. Phone IVanhoe 5-0660, or write to

Gift-Pax® Inc.
25 Hempstead Gardens Drive
West Hempstead, L. I., N. Y.
United States · Canada · United Kingdom

CRANE CO.

found that,
in the newsweekly field,

NEWSWEEK REACHES
ITS CUSTOMERS
AND PROSPECTS
MOST EFFICIENTLY!

Crane Co., in cooperation with Newsweek, recently conducted its own marketing and readership study. Crane selected its own sample of customers and prospects. The results, shown at right, prove once again that, among the newsweeklies, Newsweek is the most efficient at reaching *the people who buy!*

CRANE CO., 1,063 CUSTOMERS AND PROSPECTS

*based on current black-and-white page rates	% COVERAGE	COST PER MENTION*
NEWSWEEK	39.1	$18.79
U. S. NEWS & WORLD REPORT	21.0	28.45
TIME	42.9	31.36

Newsweek . . . by industry's own measurements . . . the most efficient newsweekly

Nets Forge Ahead with Longer Break Time Plans Despite Advertiser Gripes

By Maurine Christopher

NEW YORK, April 20—Advertisers and agencies seemed today to be in a poor bargaining position in their assault on the tv networks' plans to give in to affiliates' demands for longer prime time station breaks.

There was not the slightest sign that the networks will yield to buyer pressure on this issue. American Broadcasting Co. sold most of its fall business—excepting two early bird Procter & Gamble buys—with the understanding that station break periods would be increased from 30 to 40 seconds. Sponsors were told the extra time would not be used for triple spotting.

■ ABC's aggressiveness, as in the case of daytime sales patterns and nighttime spot carriers, has forced the competition's hand. Columbia Broadcasting System, which had trouble with recalcitrant affiliates this spring over a new daytime minute sales setup, may go a step further to satisfy stations' pent-up craving for more choice spot time. CBS was expected to offer 42-second breaks, and in the case of some hour participating shows, 70-second breaks. CBS said it would make these changes only if necessary to meet the competition, but nobody expects the move would not be necessary.

■ National Broadcasting Co. hasn't warned clients yet, but ADVERTISING AGE was told the network would meet the competition.

The rising crescendo of public protests from agencies and the Assn. of National Advertisers broadcast advertising committee would have carried more weight if made before the networks signed a strong lineup of nighttime sponsors for the 1961-'62 season.

This has been a brisk spring selling season. The pace was not slowed by ABC's decision to lengthen between-show commercial periods. There were the usual fights over time periods and shows, with the network not always agreeing with the sponsor's choice and co-sponsors disagreeing with each other. However, there has been no reported example of an advertiser or agency's boycotting ABC or any other network in protest of this policy change.

■ In February, when ABC, which still has a rough clearance struggle in some station-scarce markets, decided to give into affiliate pressure for more time for spot sale, AA reported that some agencies, notably those in the Procter & Gamble camp, such as Compton Advertising and Benton & Bowles, considered this a theft of time from the network advertiser and feared it would further encourage triple spotting. But the fall schedule carries a number of shows placed by these agencies.

McCann-Erickson urged ABC not to lengthen breaks a long time before the policy was announced, but when the agency moved a big chunk of Liggett & Myers billings at renewal time, the reason cited was time changes on the L&M shows. There was no fight over station break lengths.

Recent airing of this widespread difference of opinion between buyer and seller started with Young & Rubicam's highly publicized telegram of last week. While Y&R was blasting ABC for this "step toward a chaos of overcommercialization" and asking CBS and NBC not to go along, the agency quietly placed the Kaiser Industries 1961-'62 budget—on ABC.

Kaiser bought part of "Maverick" and a new program called "Follow the Sun." Y&R reportedly is ABC's second best agency customer, ranking next to Ted Bates & Co. Bates was among the agencies which pointed out that this change had an affirmative as well as a negative side—it will mean more spot time availabilities in the choicest periods.

■ At the ANA convention in Washington this week, a number of top admen were surprised by the networks' action. Outrage followed surprise once they were acquainted with the new procedures. There were suggestions that network advertiser sponsors should ask for rebates for the lost seconds, but no advertiser went so far as to threaten not to do business with ABC or the other networks.

Mainly these advertisers asked why the networks had decided to snip away further at tv's *raison d'etre*—the programming. The answer to that question was that both stations and advertisers want more spot time. Faced with rising operational costs and network encroachment on national spot time and selling techniques, the stations have long demanded more prime spot time.

The table above illustrates what this means in terms of revenue. And, of course, there frequently are not enough choice time spots on leading stations for all the advertisers who would like to crowd in. There is a lively demand for nighttime minutes. #

COMPACT APPEAL—*Mary Beick Myers' appealing little girl is the focal point of this new painted bulletin for Ford's Falcon in Los Angeles and San Diego. To keep the pallet knife technique employed by Miss Myers in the original, the artists applied their paint with long-handled rubber dish scrapers.*

What Longer Evening Breaks Mean to a Station

Now	Proposed
30 seconds	40 seconds
$400—20 second	$400—20 second
$200—10 second	$400—20 second
or	
$600—30 second	

Note: This is computed on the basis of the average one-time rate for the top 10 to 20 markets. Now most stations run a 20 and a 10 at breaktime, though there has been talk of the use of a 30, with the usual price quoted as a combination of the 20 and 10. The longer break can accommodate two 20s or a 10 and a 30, if this length comes into vogue, or conceivably a 40-second announcement.

Two kinds of husbands . . . one kind of television!

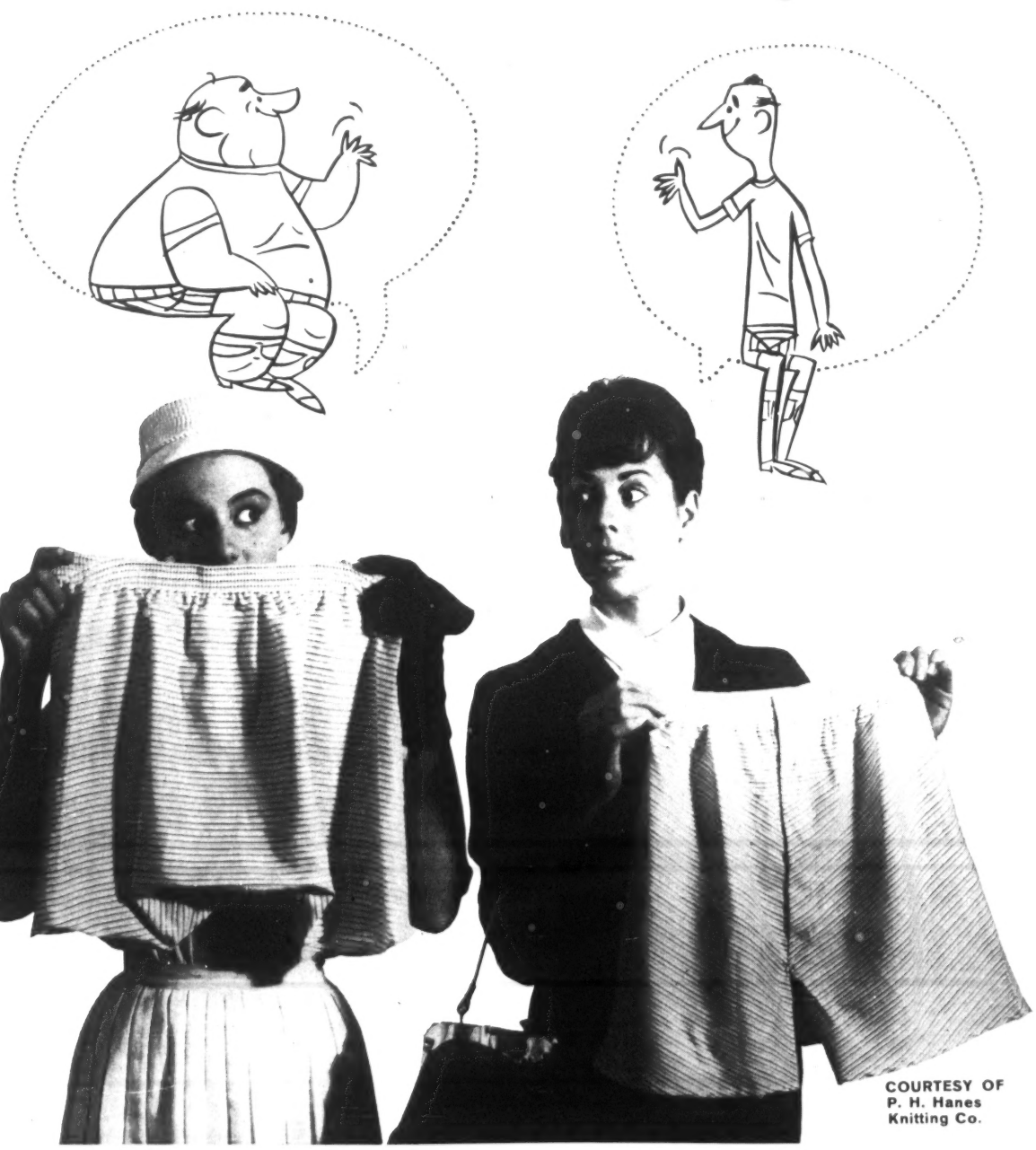
Husbands come in all shapes and sizes. So does KPRC television. Leave it to the program-wise wife to select the right KPRC television for her husband. One glance at the bias-cut says KPRC-TV will sell when he watches, never bind when he turns away. Always comfortable. Assorted sizes, in programs, spot announcements, participations.

KPRC-TV HOUSTON

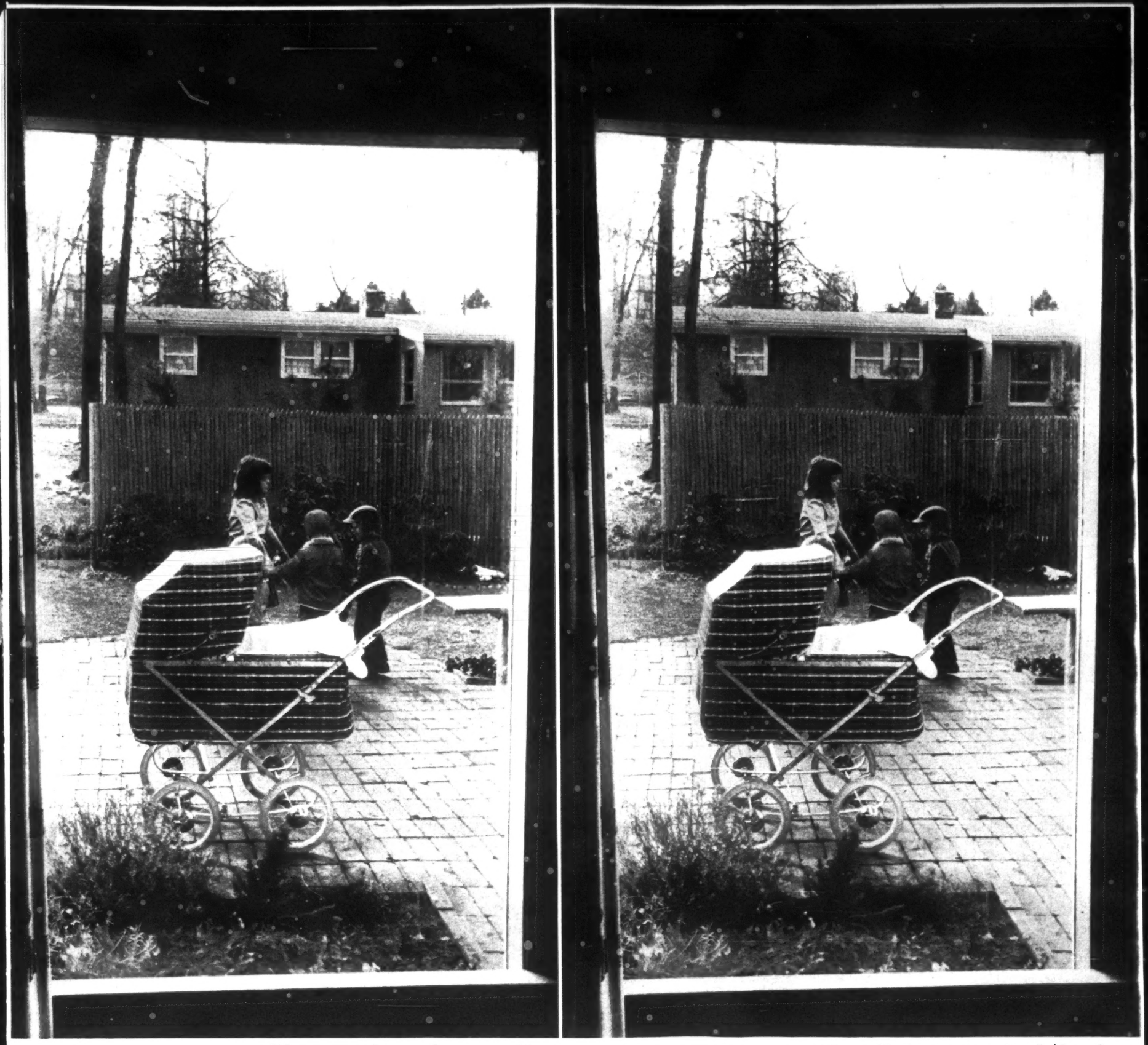
Edward Petry & Co., National Representatives

NB MAXIMUM SERVICE TELECASTER MST

television for big and little



COURTESY OF P. H. Hanes Knitting Co.



"I remember when we first moved here, we were worried about there not being anyone for the kids to play with. Now, sometimes I feel as though I'm running a day camp."

New York is city-sized developments springing up overnight where potato fields used to be; shingled communities being carved into woodland hills; tidy Cape Cods filling the empty village lots. And growing with the suburbs in the suburbs—at a faster rate than the suburbs themselves—is The New York Times. In town, out of town, it serves New Yorkers with the most news, sells them with the most advertising. New York is The New York Times.

Stanley Frankel to Leave 'McCall's'

NEW YORK, April 19—Stanley Frankel, who joined *McCall's* late in 1958 as assistant to the publisher, has announced that he will exit "before June 1" to a company "not in the publishing field."

Mr. Frankel's intention was made known after the magazine named Thomas F. Buck, formerly advertising director, to be assistant to publisher A. Edward Miller; and Alden James, formerly senior vp and sales director of Outdoor Advertising Inc., to succeed Mr. Buck (AA, April 17).

One source indicated that, before too long, Frank E. Beane, vp of finance and a board member, "probably will become president," succeeding Gov. Arthur B. Langlie, "who would then become chairman of the board."

■ He did not rule out the possibility of Norton Simon, president of Hunt Foods & Industries Inc., and a *McCall's* board member, becoming more important in the magazine's over-all picture.

Mr. Buck's new duties, officially described by *McCall's* as head of "special presentations," apparently will get him into sales situations where he will not be hampered by administrative details. #

Richardson Joins Fairchild

Lawrence B. Richardson Jr. has joined the Fairchild aircraft and missiles division of Fairchild Engine & Airplane Corp., Hagerstown, Md. Mr. Richardson was formerly advanced projects engineer of Chance Vought Aeronautics.

Sturm to 'Western Industry'

Robert A. Sturm, formerly midwestern manager of *American Metal Market*, has been appointed midwestern manager of *Western Industry*, San Francisco. Mr. Sturm will have an office at 247 Beach Rd., Glencoe, Ill.

Motley Urges Ad Field Self Policing

Outdoor Winners Are Honored by Chicago Art Directors Club

CHICAGO, April 19—"No budget could be big enough to permit the government alone to do the job of policing advertising," Arthur H. Motley, president of the U.S. Chamber of Commerce and publisher of *Parade*, told admen yesterday at the 29th annual national outdoor awards banquet, sponsored by the Art Directors Club of Chicago.

"High standards of honesty and good taste in advertising can only be achieved by individuals assuming responsibility for honesty and good taste," he said.

Mr. Motley said that if all members would adhere to ad codes established by trade associations, the need for government control would be almost entirely eliminated.

He told his audience that as members of the advertising profession they should be "well aware that this present administration is surrounded by advisers who have publicly expressed their contempt for Madison Ave. Do not be misled by the seeming paradox of the President himself appearing on a commercially sponsored tv show," he warned.

■ Mr. Motley urged all admen to keep themselves well informed on public issues and to let legislators know how proposed measures would affect their business. "For American business men the biggest challenge in the '60s is political," he said.

Recipients of top awards for "Best in Show" in outdoor advertising were Volkswagen of America, Englewood Cliffs, N. J., winner of the first grand award; Genesee Brewing Co., Rochester, second; and Swift & Co., Chicago, third.

BOOST—*This is the outdoor poster which General Outdoor Advertising is donating to the auto industry in an effort to boost sales (AA, April 17). Some 1,200 24-sheet posters like this will go up in No. 50 showings in 35 markets where GOA operates.*

OAI TO SPONSOR 'NEW IDEAS' COMPETITION

NEW YORK, April 18—Outdoor Advertising Inc. will sponsor an annual nationwide "new ideas competition" in the public service field for a project to be chosen each year by the Advertising Council, Felix W. Coste, OAI president, announced today at the annual national outdoor awards banquet.

The first awards will be made in 1962, he said. "The prizes to be offered will be more than a sufficient incentive to stimulate the top creative talent in the country. The winning design will, of course, enjoy the same national exposure as the posters developed in connection with other projects of the Advertising Council," he added.

The contest will be open to students and professionals. #

Robert Otto Adds 2 Accounts in Mexico City; Names 2

Robert Otto & Co., New York, has acquired Philip Morris Inc. and Glamorene Inc. as new clients in its Mexico City office. The agency, which recently added Phil Gurvich, formerly with Young & Rubicam, as an account supervisor, now has added Parmalee Lyman to its account staff. Mr. Lyman formerly was with Lennen & Newell.

Mithoff Elected Club Head

Richard Mithoff, president, Mithoff Advertising, El Paso, has been elected president of the Southwestern Assn. of Advertising Agencies. Other new officers include Tom Norsworthy, president, Taylor-Norsworthy Inc., Dallas, vp, and Ira DeJernett, president, DeJernett Advertising Agency, Dallas, secretary-treasurer.

Carolus, Sherman to Wyatt

Charles Carolus, formerly senior account executive with Pitluk Advertising Co., San Antonio, has joined Evans Young Wyatt, Dallas agency, as an account executive. Mrs. Lisbeth Sherman, formerly with Jack T. Holmes Associates, Fort Worth, has been named assistant account executive.

*No gambling when you buy WBRZ in Baton Rouge . . . Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South-an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list. Call your Hollingbery man.

NBC ABC

WBRZ Channel 2

*

Space this size in "U.S.News & World Report" produced 30,228 orders last year!

More and more national advertisers are discovering the ability of "U.S.News & World Report" to out-perform and out-produce other magazines—especially those advertisers who are in a position to measure relative response.

A good example is the little coupon—4⅝" by 2¼"—that appears in every issue to attract readers who buy newsstand copies or those who may have seen a subscriber's copy at a friend's home.

Last year 30,228 of these coupons were mailed in to "U.S.News & World Report". This means 30,228 orders for new subscriptions.

This productive, low-cost source of new subscription orders tells much about the value of "U.S.News & World Report" as an advertising medium for every advertiser with something to say or sell to America's high-income people of importance.

Thorough readership. This small bottom-of-page space more than pays its way week after week.

Responsive readership. Readers of "U.S.News & World Report" *act* on what they read.

Voluntary circulation methods. It is generally agreed that the more voluntarily a magazine is purchased, the more resultful its advertising. "U.S.News & World Report" employs no door-to-door salesmen, no sponsored sales, no premiums, no gimmicks. The magazine—its important and essential news content—sells itself.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

NOW MORE THAN 1,200,000 NET PAID CIRCULATION

For case histories of advertising results in your field or your markets, contact your advertising agency or our advertising sales office, 45 Rockefeller Plaza, New York 20, N. Y. Other advertising sales offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

"Recommendation of a friend" is the answer most often given when new subscribers are asked why they first subscribed.

A word about these "U.S.News & World Report" subscribers—the more than 1,200,000 of them—key, high-income people in business, industry, government, the professions and community life. Their confidence in "U.S.News & World Report" is generated by a vital need they share in common. This is the need for a magazine that concentrates on the *important* news—news they must have to help them shape the important plans and decisions they must make, at their work and in their family life.

Only "U.S.News & World Report" devotes its entire content to this important news of national and international affairs and publishes more pages of such news than any other news magazine.

Alongside such vital, meaningful and (for the intelligent and responsible people) such *exciting* reading, advertising messages have their best opportunity to be read, to be acted on, to help shape buying decisions. That's a major reason why more and more national advertisers are spearheading their campaigns in "U.S.News World Report" and consider it—

. . . the most important magazine of all

* *Below is the advertisement our headline is talking about. Incidentally, you're welcome to use the subscription coupon in it right now for yourself—or for someone in your organization, perhaps, whose importance and responsibility warrant decision-making use of "U.S.News & World Report" for the next 52 weeks.*

HANDY WAY TO SUBSCRIBE

U. S. NEWS & WORLD REPORT
Circulation Department, 435 Parker Ave., Dayton 1, Ohio

Please enter my subscription to "U. S. News & World Report" for one year. (U. S., its possessions, Canada and Mexico, $7; other countries $9; air speeded subscription to Europe only, $15.) ☐ Remittance enclosed. ☐ Bill me.

Name_____

Address_____

City_____ Zone____ State_____

NHW 40

FCC Move Seen Putting All TV Option Time in Jeopardy

(Continued from Page 1)

at this time, and that it would like the case sent back so the rule can be reconsidered.

■ If the court concurs with FCC's request, which is considered likely, the commission is expected to begin a series of moves toward the adoption of a new decision which will eliminate FCC sanction for option time. Even if the court insists on ruling on the current case, FCC Chairman Newton Minow can apparently muster the votes for a new option time proceeding which will lead to the same result.

The decision to move against option time now reflects the major changes that have occurred at FCC since the compromise was squeezed through last fall. As a result of the appointment of Chairman Minow, anti-option time forces have a 4-3 majority. In addition, FCC has new people in its top staff offices.

Because of the hectic sequence of events this week, however, it was evident that the decision to go against option time was made somewhat suddenly. Reportedly a strong brief defending the commission's compromise option time decision had already been written when Mr. Minow assembled the commission, and got the decision to make a new start.

■ One significant development within the past few days which may have had a bearing on the sudden move was the arrival of Kenneth Cox, who has just taken over as chief of FCC's broadcast bureau. As special counsel to the Senate commerce committee five years ago, he drafted a report strongly denouncing option time as "block bookings."

Moreover, there has been some feeling at FCC that the compromise option time rule actually represented a boon to the networks. As a result of new straddle arrangements authorized in the rules, FCC found that networks were sometimes booking more programming in the evening hours then they did under the old three-hour option arrangement.

Technically, the commission's move to nullify the compromise option time rule would restore the old rule, permitting three hours of option time in each segment of the day. In practice, however, FCC believes arrangements for next fall's programming are so far advanced that networks are hardly likely to take advantage of the temporary period of grace.

In its short notice to the court of appeals, FCC did not give any indication of the reasons why it wants to reconsider the compromise, nor did it indicate the next move that the commission will make. Commission legal experts indicated that the commission had gone as far as legal procedure required, that the next series of moves looking toward a new decision eliminating option time will follow during the next few months, and that no effort is likely to upset the arrangements for next fall's programming.

■ FCC's turnabout today culminates more than five years of haggling over the monopolistic effect of tv's option time arrangements. The Department of Justice and a number of congressional investigating groups reported that option time involved an illegal restraint of trade, but FCC's 4-3 majority contended last September that it was "reasonably necessary" for the survival of networks (AA, Sept. 19).

In the court proceeding that has been interrupted by FCC's move this week, the lineup of contending forces was somewhat unique. The compromise option time rule was challenged in court by independent tv station KTTV, Los Angeles. KTTV had been in the front five years ago, when the legality of the option time issue was debated before congressional committees and FCC, and it told the court the commission failed to give due regard to the anti-trust implications of its ruling.

Intervening as a friend of the court, the Department of Justice supported KTTV, urging the court to send the option time decision back for more attention to the anti-trust results. On the other hand, networks, which initially fought to keep the full three hours option arrangement, told the court this week that FCC has taken into account all the relevant factors in reaching its decision.

FCC Commissioners Robert E. Lee and John Cross issued a dissent today saying the court of appeals should be allowed to complete its review of the compromise option rule. #

THREE WAYS—*Seagram's 7 Crown ad campaign will feature this color spread claiming that the brand fits with "three ways to enjoy a vacation."*

Wade Names Collins Art Head, Williams, McAllister VPs

Bruce Collins has joined Wade Advertising, Chicago, as executive art director. Mr. Collins previously was an art director of Tatham-Laird.

Bruce Collins

At the same time, Wade has appointed Sidney McAllister and David S. Williams vps. Mr. McAllister, for several years account executive on Alka-Seltzer, will serve as account supervisor on several Miles Laboratories' products. Mr. Williams, media director, has been with the agency since 1947.

Abell Buys WBOC, WBOC-TV

A. S. Abell Co., publisher of the *Baltimore Sun* and operator of WMAR-TV, has purchased WBOC and WBOC-TV, Salisbury, Md., from Peninsula Broadcasting Co., subject to approval by Peninsula stockholders and the Federal Communications Commission. Included in the purchase is 80% of the stock of the Peninsula Community Television Co., a subsidiary of Peninsula Broadcasting, which operates a community antenna television system to provide reception by wire connections of five television program channels.

Fritz Joins Roche, Eckhoff

Jimmy Fritz & Associates, Hollywood agency with billings of about $200,000, has been dissolved and its president, Jimmy Fritz, has joined Roche, Eckhoff & Associates, Los Angeles, as a vp. The status of the agency's four accounts, Center Nebraska Packing Co., Paine & Co., Weber Noodle Co. and Pan Pacific Fisheries, is undetermined.

Seagram 7 Crown Sets 2-Month Push in Magazines, Dailies

NEW YORK, April 18—The latest phase of Seagram's 7 Crown whisky campaign, starting in the May 5 *Life*, will be a three-part variation on the brand's continuing "leisure-time" theme.

The two-month campaign will feature a four-color spread in *Life* and in *Look*. The ad claims: "There are three ways to enjoy a vacation. 7 Crown is part of each." The artwork depicts a couple planning their vacation, living it, and reliving it.

The magazine schedule will reach into June with color pages in *American Legion Magazine*, *Outdoor Life*, and *True*.

■ The brand will also be pushed via ads in more than 680 newspapers in 592 markets.

Warwick & Legler is the agency. #

Revlon Earnings Hit 1st Quarter Peak

NEW YORK, April 19—Charles Revson today reported first quarter sales and earnings of Revlon Inc. to be the highest of any first quarter in its history.

He also told the annual stockholders' meeting that:

- He was not "totally satisfied" with the operations of Schick Inc., and the company is introducing a new compact shaver to wholesale around $8.50.
- The Marcella Borghese cosmetics line may break even this year and be in the black in 1962.
- The company hopes to market a new skin cream, Eterna 27, by the end of the year. Because it is considered a new drug, it requires Food & Drug Administration approval before it can be sold.
- International business has been the fastest growing segment of Revlon sales volume for the last two years.
- Revlon plans to market a make-up for "troubled" skin.
- Research activities, now costing about $1,500,000 annually, will expand by 50% this year.

■ Several hundred happy shareholders attending the meeting approved a recently proposed two-for-one stock split—the stock is near its alltime peak—and heard Mr. Revson report first quarter sales of $32,950,000, up $3,000,000 from the 1960 quarter, and net income of $2,690,000, compared with $2,535,000 for the same three months in 1960. #

Shelley Joins KPLR-TV

Adele Shelley, formerly with KTVI, St. Louis, has been named to the new position of director of promotional services of KPLR-TV, St. Louis.

Regensburg Sets 2-Month Drive in Dailies, Radio to Make Men 'Nuts About Nelson'

NEW YORK, April 20—Smokers are "nuts about Nelson." And if they aren't, they may wind up that way by a nutty two-month ad campaign for Admiration Nelson cigars by E. Regensburg & Sons.

The "Nuts about Nelson" theme will appear mainly in the metropolitan New York area via newspapers, beginning April 24, and radio, with some ads spilling into peripheral distribution areas like Baltimore and Philadelphia.

The promotion began at a recent National Assn. of Tobacco Distributors convention in Chicago when Wally Wolf, sales manager, handed out thousands of bags of walnuts. Each bag was printed with the legend: "Smokers are nuts about Nelson."

B&w pages in newspapers will take the walnut motif a stage further. A happy face formed by a circle of walnuts will be the centerpiece of the ad which is scheduled to run about twice a week.

■ The radio schedule will be no less nutty. Beginning May 3, about three stations (still to be lined up) will carry a total of 35 one-minute commercials a week.

Here's a sample:

Announcer: Dr. Gross-Kupf, as an eminent psychologist, what do you think of American men?

Dr. G. (With heavy Viennese accent): They're crazy. They got a Nelson complex.

Annor.: A Nelson complex?

Dr. G.: Yes. When I say, "Lie down on the couch—relax," they say, "Do you mind if I light up a Nelson?"

Annor.: Do you mean they're nuts about Nelson?

Dr. G.: Nuts—crazy—why should they put the torch to Nelson?

Annor.: Simple. They're nuts about Admiration Nelson cigars.

Dr. G.: Nelson's a cigar?

Annor.: It's more than that. Nelson has the taste of beautifully aged Havana tobacco. . . . A he-man shape that feels good to hold . . . Six full inches of delicious smoking. It . .

Dr. G.: All right, zip up the mouth already! You Americans must be millionaires if you can afford a big cigar with sauerkraut schnitzel and six inches what you said there.

Annor.: But Admiration Nelson costs only 15¢ everywhere, with no extra cigar tax.

Dr. G.: Only 15¢?

Annor.: That's right. Here, light one up.

Dr. G.: *(deep sigh of satisfaction)* Say, you know something . . . I'm going nuts about Nelson myself!

■ Handling the campaign is Kastor, Hilton, Chesley, Clifford & Atherton. The agency added the account Dec. 1 when it merged with Heineman, Kleinfeld, Shaw & Joseph. #

DUAL CELEBRATION—*Looking over Monroe F. Dreher's new offices are Ernest A. (Hap) Dreher III (left), president of the agency, and John Ewald, president of Avon Products.*

Dreher Seeks Big Business Boost to Balance Avon Billing

NEW YORK, April 19—Monroe F. Dreher Inc. told ADVERTISING AGE today that it intends to overcome the "stigma" of being considered a house agency for Avon cosmetics.

Agency officials disclosed that while Avon accounts for something like $5,100,000 of its $6,000,000 total billings, the agency has new business aims which would make the Avon appropriation level out at 50% of Dreher billings.

To this end, Ernest A. (Hap) Dreher III, who succeeded his uncle, Monroe F. Dreher, as president about a year ago, said the agency is dropping its longtime ban against liquor and cigaret accounts.

■ The younger Mr. Dreher, in rejecting the "house agency" label, explained that his agency handles Avon on a 15% commission basis, with no special fees involved.

In addition to Avon, Dreher handles eight other accounts, including Benjamin Moore paint. It lost the Wunda Weve carpet account, billing about $100,000, several months ago. Dreher, which celebrates its 35th anniversary this year, bills $5,000,000 in the U.S., $500,000 in Canada and another $500,000 overseas. To handle Avon business abroad, Dreher maintains affiliations in Brazil, Venezuela, Mexico, Germany and England.

The cosmetics company's advertising currently includes a spot tv schedule on 200 stations in 189 markets, color ads in seven magazines and b&w ads in the *Christian Science Monitor*. #

Ortlieb Ads Urge Paper Cup Taste Test for Its Beer

PHILADELPHIA, April 20—The Henry F. Ortlieb Brewing Co. is challenging beer drinkers in its Delaware Valley sales area to put its beer to a "paper cup taste test."

James F. Ivers, general sales manager, said the paper cup will not only serve as a vehicle for the taste test, described in the ads as "most unusual," but will also become an identifying symbol associating the "experiment" with Ortlieb's.

Full pages broke in mid-April in the *Philadelphia Daily News*, *Philadelphia Inquirer*, *Wilmington Journal* and *Wilmington News*, explaining that "In a glass or stein all beer looks good. The golden glow, the sparkling bubbles are so pleasing to the eye, they seem to add to the flavor. But, in a paper cup there's no eye appeal to give the flavor a helping hand. In a paper cup you truly test the Ortlieb's taste."

■ Page and 1,000-line ads are scheduled for the rest of the year in these dailies, and some weeklies and brewery trade publications. Commercials will be aired on 21 radio stations in Pennsylvania, New Jersey and Delaware. The company will also have a full showing on outdoor boards in its sales area.

During the summer months, aerial ads will be used to cover southern New Jersey's coastal resorts.

Lewis & Gilman, Philadelphia, is the agency. #

Keeler & Dunkel Adds Meyer

Joseph H. Meyer, formerly creative director of Merrick Co., has been named marketing director of Keeler & Dunkel, Cleveland advertising display company.

The parabolic-shaped antennas used in electronic communications are called dishes.

Dishes can be seen atop microwave relay towers strung across the countryside for TV network and long-distance telephone use. Like great searchlight reflectors, they efficiently concentrate and focus the signal from point-to-point.

Like strategically placed dishes, the 37 Fairchild news bureaus flash the latest news to headquarters. Engineers and executives appreciate the speed, clarity, and sharp focus of Electronic News.

dish

dish

Timken Sues U.S. for Disallowed Ad Costs

(Continued from Page 1)

case, Timken began distribution of a booklet which provides background about the case. Timken's booklet reproduces ads dealing with such problems as inflation, high levels of federal spending, and labor union contract demands.

It says the ads attracted favorable notice—from employes, customers, stockholders, and business and civic leaders in every corner of the country.

■ "If responsible business men cannot use institutional advertising such as we have described, and have the cost recognized as a proper business expense for tax purposes," Timken said, "then an important part of the free enterprise system has been lost."

Timken acknowledged that IRS may disallow ads directed toward specific legislation or related to political candidates. But it said, "None of our ads fall into these categories.

"They cannot therefore be classified as political or lobbying in any accepted sense. They were intended to inform our employes and others on certain problems and issues. They were intended to foster the free enterprise system under which we have prospered. And they were intended to develop good will and secure new customers for the Timken Roller Bearing Co."

■ Timken said its institutional ads, which have appeared primarily in newspapers in cities where it operates plants, were designed: (1) To create a more favorable climate for the company's business operations; (2) to promote better relations with employes; and (3) to keep the company name before the public.

"The issue is whether we, or any company, can be penalized for expressing our views on economic, financial, social and other subjects that have a vital impact on the success of our business operations," it contended.

The claim filed here today deals with tax assessments against advertising and promotional activity in 1951 through 1954. Actual expenditures challenged by IRS for the four-year period totaled $1,237,159, out of a total taxable income of $144,012,847 for the four years. The government's tax claim for the disallowed ad and promotion expenditures totaled $852,315, but by the time settlement was made last September it was already swollen by $365,189 in interest.

■ Neither the Timken complaint today nor the booklet published by the company indicated the percentage of the company's total advertising represented by the amount the government had challenged, nor the complete list of topics covered by the controversial ads. Timken said, however, that the 19 big ads and several smaller ones reproduced in the booklet were "representative" of the ads disallowed by IRS.

In the complaint filed with the district court, Timken said the ads involved in the dispute set forth views on such subjects as (1) the constitutional and statutory rights of American citizens; (2) the aims, purposes and threats of international communism; (3) labor relations between plaintiff and its employes; (4) news and sports broadcasts; (5) community relations and support of community endeavors in communities where Timken's plants are located, and (6) government policies and practices, generally, as to taxation and spending, but not relating to legislation or political candidates.

■ In all these ads, the company name was prominently set forth, with one or more of the following objectives, it said:

• "To develop an awareness on the part of the plaintiff's employes and of the public of the constitutional and statutory rights of citizens of the U. S., and appreciation of which plaintiff believes was essential to the continuation of the private enterprise system under which the plaintiff's business was being operated."

• "To advise the employes of the plaintiff and the public generally of the aims, methods and threats of international communism which are inimical to the continuance of the private enterprise system and plaintiff's business."

• "To maintain and foster satisfactory employe relations between the plaintiff and its employes and the public with a view of encouraging the employes to develop an independent viewpoint not completely controlled by the union representing many of the plaintiff's employes—a viewpoint that was consistent with the management's view of plaintiff's general welfare."

• "To maintain and foster a satisfactory atmosphere in the areas in which the plaintiff has plants, advertising plaintiff's company as a good place for employment."

• "To maintain and foster good will for the plaintiff by sponsoring news commentators of national reputation and local sports broadcasts of news, sports events, a form of institutional advertising widely employed by American business to maintain and develop favorable community public relations."

• "To develop an awareness on the part of the plaintiff's employes and the public of government policies and practices generally as to taxation and spending and other matters vitally affecting business and the free enterprise system."

■ Many of the ads involved in the dispute carried the slogan, "The right to work shall not be abridged or made impotent," but Timken explained that this slogan has been used regularly since 1948 "to express the company's fundamental belief in free enterprise." Timken declared: "It was not directed toward recent controversial 'right to work' laws or legislation."

Several of the ads reproduced in the booklet are directed to union members, presenting the company's views in a wage dispute.

Timken's booklet explains: "The evidence indicates that union members, other employes and the public in cities where we operate plants were not fully informed on the issues involved in our contract negotiations. By explaining the issues, telling our side of the negotiations and pointing out the cost of striking, we hoped to avoid misunderstandings and avert strikes. Isn't this a proper function of responsible management?"

Timken reports, "Not so, says the Internal Revenue Service."

■ Others of the ads discussed the dangers of inflation. "Inflation is a problem for all businesses in our economy," the booklet says. "We showed some of its causes and some of its effects. This was equally important to the welfare of our employes and to the welfare of the people in all our plant cities. We believe that the expression of our concern about the problem will foster good will for us.

"The Internal Revenue Service was of the opinion that we should not concern ourselves with this major economic problem—even for legitimate business purposes—through newspaper advertising."

Four of the ads argue against federal spending programs, contending that money is spent more effectively when programs are locally organized.

"Government gifts are much misunderstood," Timken said in its booklet. "These advertisements explain that the only way the government can hand out money is to take it from somebody else. As a rather big contributor to both federal and local tax funds, it is in the interest of our company and its stockholders to correct some of these misconceptions.

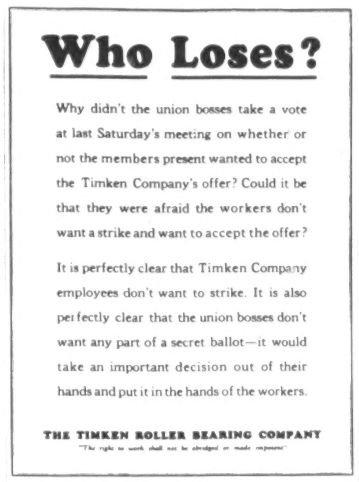
"Also the welfare of our communities is very much our concern, since it affects the attitudes of our employes. These messages show that when the federal government collects taxes for local improvements, our communities get back less than they put in."

■ Also disallowed, Timken reported, were newspaper promotion ads for broadcasts by George Sokolsky, Fulton Lewis Jr., the Robert Montgomery "Freedom Is Our Business" program, and "I Was a Communist for the FBI," which Timken was sponsoring.

While the dispute centered almost entirely on advertising, it also involved $21,359 which Timken paid Opinion Research Corp. for surveys of opinion in Canton and Columbus, where the company has two of its largest plants; and $25,000 paid to River Lake Belt Conveyer Lines to help promote a 100-mile conveyer belt which would open up a valuable new market for Timken bearings.

Payments to Opinion Research Corp. were "to obtain valuable factual information on worker attitudes that will serve as guidance to Timken in its industrial and community relations programs," the complaint said, and "to measure changes in worker thinking since earlier surveys on a number of important issues." #

ECONOMIC PERIL—*IRS also frowned on this Timken anti-inflation ad.*



LABOR CONFLICT—*This is one of the Timken ads Internal Revenue Service refused to allow as a business expense.*

SANTA—*This Timken ad on government spending was another that didn't pass the IRS test.*

Liggett & Myers Sets New Push for Chesterfield, L&M

NEW YORK, April 18—Barely a week after telling stockholders the "humiliating" news that sales and earnings were down for the first quarter, Liggett & Myers Tobacco Co. has launched a new campaign for its best-selling L&M and Chesterfield brands.

President William A. Blount had hinted at such a drive at the annual meeting when he reported that while sales of regular cigarets were declining, Chesterfield and L&M king-size sales were gaining.

The company, meanwhile, had called on McCann-Erickson and Dancer-Fitzgerald-Sample to overhaul Chesterfield and L&M copy for this new drive.

Thus, a saturation newspaper schedule was launched last week, with the initial effort calling for 1,000 to 2,000-line ads for both brands over a ten-week period. Heavy emphasis will be on the New York area, traditionally a strong market for L&M. The brands will be "in everything there is" in the way of New York newspapers, a spokesman said.

■ In all, the two brands will be advertised in more than 100 major markets.

For Chesterfield, handled by McCann, the catchline is: "This one's the satisfier." Copy takes off on the old "Air-Softened" theme: "The farther smoke travels air-softened, the milder, the cooler, the smoother it tastes." Further copy adds: "Fresh as a daisy, this King gives you more." The ad ends with a plea to "join the swim to America's most satisfying king."

L&M will plug the "fresh tasting" theme. The new Dancer-created catchline is: "Start fresh with L&M. Stay fresh with L&M." Supporting this is the statement that L&M will "unlock a new world of fresh smoking flavor . . . do away with dried out taste for good."

■ L&M, using color where possible, will try a big-picture technique, while Chesterfield will be distinguished by Bob Dean illustrations.

For the present, revamping has been confined to newspaper ads. However, indications were that changes will be rung in other media later. #

Stoneham Adds Erie Pacific

Erie Pacific, division of Erie Resistor Corp., Hawthorne, Cal., has named Stoneham Advertising, Van Nuys, Cal., to handle its advertising. Trade publications, direct mail and trade shows will be used by the control instrument manufacturer.

Admen Are Consumers, Too, Adams Asserts

DETROIT, April 18—Advertising begins to be ineffective and unbelievable when admen forget that they are also consumers, and become too agency-oriented or company-oriented, according to Thomas B. Adams, president of Campbell-Ewald Co.

Speaking at the 2nd annual Effective Advertising awards luncheon of the Industrial Marketers of Detroit, Mr. Adams said it isn't enough today to be simply aware that there is a consumer, or an advertising audience. It is necessary to be saliently and significantly aware, he explained, and to take the company and its product a bit less seriously for a second, so that what might be significant and meaningful to an outsider will stand out in sharp focus.

Clients sometimes wander off to a world of their own, and become obsessed with their company, and the company's product or service. "They spend roughly half their waking hours at work, talking to one another about their work, and then they get together for golf on weekends and talk about it some more."

■ Out of this devotion to duty and to company comes a better company and a better product, he conceded, but this very devotion also can lead to some "pretty lousy advertising."

This, he explained, is because the people who review and revise the company's advertising may unconsciously assume that the audience is similarly devoted and concerned.

Some people in business, according to Mr. Adams, seem to be unable to apply the basic idea that 'the customer is always right' to advertising.

They can react and respond to certain kinds of advertising in some other product field, he said, and then forget how they felt and why they felt it, when they get back on the job in Clientland, as he called it.

Mr. Adams gave two suggestions to the "people in Clientland" to assure that their advertising "lives in Consumerland":

• In addition to honesty, accuracy and technical excellence, they can demand of their agency that the advertising truly discovers an audience-oriented benefit, and amounts to something more than a Valentine from the agency.

• They can demand of their agency that the ads satisfy the consumer's basic reason for buying the magazine or newspaper, or for turning on the tv or radio set, in the first place. The advertising should be interesting enough to compete with its surroundings, he said.

■ Mr. Adams said it is advertiser and agency management together that can best keep advertising on course by keeping consumers in mind, and seeing to it that everybody else involved keeps consumers in mind, whatever they do in a specialized way.

Internal obsession also goes to work on agency people, and causes them to forget the world around them, Mr. Adams said. Everybody in the modern agency is specialized, and runs the risk of letting his specialty carry him away somewhere to a world all his own. He likened Adland to the Congo—a loose federation of specialized departments, each subdivided within itself along still more highly specialized lines and tribal origins. #

Elegance under Glass

By MARIAN O'BRIEN
Globe-Democrat Food Editor

PROBLEM:
Krey Packing Company needed the appetite appeal of full-color magazine reproduction, BUT ONLY IN SELECTED MARKETS WITHIN THEIR DISTRIBUTION AREA.

Clip this valuable coupon >

Take this coupon to your grocer! It's worth a dime on Krey Sliced Beef and Gravy or Krey Salisbury Steaks. Offer expires August 31, 1960.

SAVE 10¢

MR. GROCER: we will redeem this coupon for 10¢ plus 2¢ handling, provided terms of this offer have been complied with. Mail coupons to Krey Packing Co., P. O. Box 1240, Clinton, Iowa. Invoices proving purchase of sufficient stock to cover coupons redeemed must be shown upon request. Customer must pay any sales tax. Limit one per family. Coupon void if use is prohibited, restricted or taxed. Misuse constitutes fraud. Cash value 1/20 cent. (Coupon must be redeemed by retailer 60 days after expiration date.)

KREY

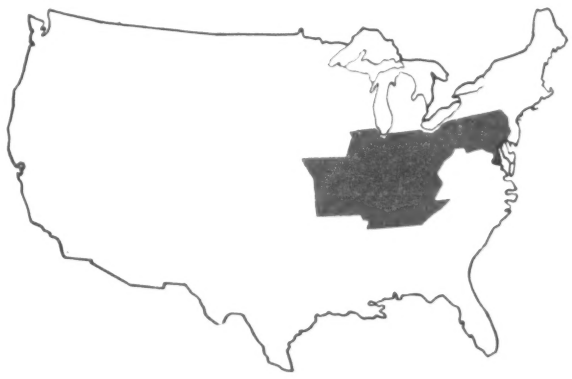
YOU CAN MIX YOUR IMAGINATION WITH KREY CANNED MEATS!

"Alohaburgers": pineapple slices topped with Krey Salisbury Steaks and rich mushroom gravy. See what you can do with Krey Salisbury Steaks! Get Krey—get busy—and you might get some flowers, too!

SOLUTION: Home Edited Gravure Magazines...like the Globe-Democrat Sunday Magazine in St. Louis.

Krey Packing Company's distribution area encompasses eight states in the Midwest. There are 14 major markets in this area served by a locally edited magazine – like the St. Louis Globe-Democrat Sunday Magazine. Each offered full-color magazine reproduction plus the reach and penetration of newspapers. Krey merely matched up the magazines to the nine markets they desired.

Only locally edited magazines offer regional and national advertisers full-color magazine reproduction in 5,851,749,684,520,334,682,271,908,086,030,848,019,660,800,000,000 different major market combinations. Use them as your tactical ad force in 40 major markets.



The St. Louis Globe-Democrat Sunday Magazine is a member of the Locally Edited Gravure Magazines listed below. It is also a member of Metropolitan Sunday Newspapers (Sunday) and is one of the 54 individual Home Edited Gravure Magazines serving 40 of the nation's leading markets.

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DALLAS TIMES HERALD • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES-PICAYUNE • PHOENIX ARIZONA REPUBLIC • PITTSBURGH POST GAZETTE & SUN TELEGRAPH • ST. LOUIS GLOBE-DEMOCRAT • TOLEDO BLADE • WASHINGTON POST TIMES HERALD

Advertiser Wants Agency to Try New Ways, Hobbs Says

(Continued from Page 3)

into your office and into your factory and into your labor and into your confidence." Also, "give us all the time we need to do it. All the facts we need. All the leeway we need. Be in on the problem right at the start. Stay with it and us all the way. Be sure you understand all our reasons for doing it the way we did—for not doing it the way we didn't."

■ Frederic Papert, chairman of Papert, Koenig, Lois, traced the phenomenal story of the sales rise of Dilly Beans (AA, Oct. 31, '60). He told how two girls with little money but a willingness to gamble on highly creative copy saw Dilly Beans reach a shipping rate of 7,000 cases into New York alone, where they are carried by all but two chains.

"I've often speculated on what would have happened if they'd wound up in what is described as a marketing-oriented agency," Mr. Papert mused.

"I want to say that I believe the marketing and research and media people at Papert, Koenig, Lois are at least the equals of anyone in our business. But Papert, Koenig, Lois takes the old-fashioned view that the primary job of an advertising agency is to make ads. The peripheral services support that effort."

He argued for honesty and enthusiasm in advertising and for respect for the consumer, adding, "Too many advertising people still comfort themselves with the old-fashioned notion of Mr. Mencken's that nobody gets poor underestimating the American public."

■ Harry Wayne McMahan, tv commercial consultant and ADVERTISING AGE columnist, showed commercials to the ANA, commenting that the commercials were both highly creative and proved sales producers. He spoke disparagingly of the pure-entertainment commercial, and the frilly "faggoty" approach to commercials, while commending commercials with fresh approaches and vitality.

Among the commercials shown were those for Jax beer, Chase Manhattan Bank, Chevrolet, Skippy peanut butter, St. Regis Paper's Nifty binder, Navy recruiting, Massey-Ferguson, Brylcreem and a Kennedy campaign spot.

■ Peter Schruth, ad vp of *The Saturday Evening Post*, exhibited readership data from editorial studies of the *Post*, regarding layout, type, illustration, overprinting, vignetting, and headlines. He matched the editorial material with advertisements showing the same general principles taken from *Post* pages, and he emphasized that while the rules were established, they were broken by editors—and advertisers—very successfully on occasion.

■ Marya Mannes, who writes television commentary for the *Reporter*, told the ANA, "You advertisers should think less in numbers and more in kind. It's the company you keep that counts; a quality product belongs in quality pages read by quality people."

She said advertisers annoy when they're too insistent, too intrusive, too repetitious, and when they try to invade areas "which should be totally free from buying and selling: The region of the creative mind and spirit." #

Wolf Brand to Stephenson

Wolf Brand Products, Corsicana, Tex., a subsidiary of Quaker Oats Co., has appointed Clay Stephenson Associates, Houston, as its marketing counsel. The company distributes canned chili, tamales and other products throughout the Southwest.

Ball & Davidson Adds Five

Ball & Davidson, Denver, has added five new accounts. They are Wyton Oil & Gas Co., Autolene Lubricants Co., Hotel Motor Inn Inc., Van Loon Bros. and the Denver home office of Chester H. Johnson Interior Designers.

Franco to Edwards Co.

Frank T. Franco, formerly with General Electric Co., Bridgeport, Conn., has been named an advertising coordinator with Edwards Co., Norwalk, electrical and electronics producer.

Lincoln Laboratories to Biddle

Lincoln Laboratories, Decatur, Ill., manufacturer of Mono-Vacc, plastic scarifier for smallpox vaccinations, has appointed Biddle Co., Chicago, to handle its advertising.

Matthew, Caldwell Adds Two

Chatham Merchants Assn., Chicago, and Nation Wide Hotel Assn., Washington, have appointed Matthew, Caldwell & Ballard, Chicago, to handle their advertising.

PHOTOGRAPHIC POST CARDS

Any Quantity!

Quick Deliveries

Why lose sales when in less than a week's time, you can scoop the market by mail with new models. No special art work needed. Send us your photograph or negative & we'll prepare samples without cost or obligation.

The GROGAN PHOTO CO.
Dept. AA Danville, Illinois

*Not many well-dressed businessmen would buy a suit unless it were tailored to a perfect fit. Yet some (but not our clients!) will dust off a ready-to-wear advertising campaign, have it taken in a little here and let out a little there, and then wonder why their product is not winning attention!

*Every Dentsu campaign is tailored precisely to the tastes of the Japanese market, not merely to the more obvious specifications of the product. We employ 160 qualified research personnel who can call on the services of more than 10,000 (that's right) field workers in any one month, who know that their measurements are checked and double-checked. Step by step the assembled data on market and media is tacked into place until the complete fabric of the campaign has been built up as only the experts know how. For advertising that is fitting, check first with Dentsu.

• NEWSPAPER • MAGAZINE • RADIO • TV • PR • P-O-S
• DM • OUTDOOR • TRANSIT • MARKETING • RESEARCH

DENTSU ADVERTISING LTD.

Head office: Nishi-Ginza, Tokyo / Cable Address: "DENTSU TOKYO"
New York office: 342 Madison Ave., New York. 17, N. Y., U. S. A.

MIS ING
S$OM

Yes–
you are missing
from $92,000,000 to
$120,000,000 in family
purchasing power
each week if your
television advertising
is not on the CBS
Television Network.
You're missing it
because week after
week this season
the average nighttime
show on our network
is delivering 3/4 million
more families than
on Network Y – one
million more families
than on Network Z:*

CBS Television Network

ETHING ?

*Nationwide Nielsen season AA averages, Oct. 1960–Mar. 1961, 6-11 pm: av. weekly household expenditures: $117 (1959) U.S. Dept. of Commerce.

The Editorial Viewpoint . . .

World Advertising Growth

There is significance in the rapid growth of advertising all over the world, as reported in the review of international advertising appearing in these pages last week. Everywhere in the world—while advertising is under more or less continuing attack here—the use of advertising as an instrument of economic policy is growing at record rates.

As we reported last week, advertising is growing so much faster in other nations than in the U. S. that it will equal U. S. volume in ten years—instead of being about one-fourth that volume, as was the case ten years ago—if present trends continue.

This tremendous upsurge in advertising volume around the world is one of the most interesting manifestations that a rising standard of living is becoming a reality for millions upon millions of people who scarcely dared hope for higher living standards a relatively short time ago.

Even the most forceful critics of advertising concede that advertising measures economic well-being. Prof. Galbraith, for example, has pointed out that advertising exists only when economic conditions provide the masses, or substantial portions of the masses, with purchasing power above that required for subsistence living; and at least one historian has called advertising "the instrument of abundance."

Hence the rapid growth of advertising around the world can be taken as a definite indication of prosperity of a level never before achieved—as well as a more general distribution of that prosperity over larger segments of the population than has heretofore been true in most countries around the globe.

Goodbye, Benton; Goodbye, Bowles

Heretofore, we have been pretty tolerant of the views of William Benton and Chester Bowles about the advertising business. But Bowles' comments about his advertising career, as given on a CBS-TV program on April 9, have soured us.

Benton took a number of cracks at advertising a few weeks ago, but we have always considered Benton a man of many words, many of them uttered for their shock appeal, and so we were inclined to dismiss them as just clean fun. But Bowles has been more thoughtful and careful in his conversation, and his general insistence that his years in advertising were a waste of time, coupled with his utter lack of enthusiasm for the whole advertising mechanism, struck us as being in bad taste, if it was not indeed a sort of public confession of intellectual dishonesty.

Mr. Bowles retired from Benton & Bowles at the ripe old age of 38, and Mr. Benton had preceded him in retirement by some six years. Each of them had bundles of more than a million dollars picked up in the advertising vineyards, and it seems ungracious, to say the very least, to say now that the game was hardly worth the candle.

As we pointed out last week, both Mr. Benton and Mr. Bowles have indicated from time to time that they do not enjoy having their names still connected with the agency which they sold out so long ago. The present owners and managers of the agency have maintained the name unchanged, although there has been no Benton or Bowles in the organization since 1942.

We can see the pleasant irony of maintaining the Benton & Bowles names on a business which now annoys the owners of those names, but we respectfully suggest that in this instance, maybe a change of name for the agency might finally be called for.

Creative Argument Continues

The debate over how advertising agencies shall move—that is, whether they should continue to broaden their services or whether they should place central and almost exclusive emphasis on the production of advertising—seems to be growing in intensity.

For a good many years there seemed no debate at all. It was assumed, in most quarters, that the times called for sharply broadened services and facilities, and that the days of the pure copy-and-art agency were limited. This is still the general assumption today.

But there seems to be a growing unwillingness among clients to accept this general premise. More and more clients are telling agencies they want "creative" services, and not marketing or selling or pricing or product assistance.

Robert G. Spence, marketing director of Lever Bros. in Canada, added his voice to this growing group last week. "It is obvious," he said, "that industry asks too much of agencies in the way of ancillary services. The agencies dissipate their time, thought and money on these services rather than directing their energies and abilities into the creative fields that at one time were thought to be their prime function."

In his opinion, more goods would be sold and there would be less criticism of advertising in general if all the energies of the advertising agency were devoted to the creation and placement of unusual, truly effective advertising. And there are many who agree.

Gladys the beautiful receptionist

—Burt Kaufman, Boston, Mass.

"Things got so confused that four space reps were appointed as consultants to the astronauts!"

What They're Saying . . .

Shrinking Ivy Leaguer Grows on Madison Ave.

American men's clothes tell the story: It's a woman's world and the men are running scared, trying to hide their masculinity.

That's why men are wearing pinch-shouldered, funereal clothes. However, there are sartorial signs that the American male is opening a new battle of the sexes, aimed at regaining his maleness. If he wins, it looks like he'll emerge draped like Solomon in all his glory—not only in peacock hues but also in a new kind of loose comfort.

These are observations of Harry Roth, 47, general manager of Louis Roth & Co. Inc., and a leading stylist of the mature American man's clothes. Roth blames the perpetual panic state of the Madison Avenue advertising man for today's styles in men's clothes.

"Every man on Madison Ave.," he said, "is scared of losing his job. That's why he instinctively retreats into the Ivy League-Continental style and color. The style is one of squeezing in the shoulders and the color is a complete absence of color. That means black."

That is why, Roth says, the Madison Avenue man has become more shrinking than the violet. He's trying subconsciously to play chameleon—to vanish into his background so completely that his boss won't see him and so won't fire him.

—From an article by Norris Leap, in the Los Angeles Times.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.
Senior Editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.
Associates: New York—**Lawrence Bernard, Phyllis Johnson, Ramona Bechtos, Frank Sinclair, Rance E. Crain**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton, Helen Barnett**. Detroit—**Hugh C. Quinn**. Los Angeles—**Denis Higgins**.
F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Mr. Murphy of the Los Angeles Murphys, seems to have convinced all and sundry that he knows exactly how to make soft drink sales in that market bubble up.

•

"ABC, BPA chiefs blast non-audited business papers," the news story says.

Why blast the publishers—it's the advertisers who keep them in business.

•

Avery Label has reported with a perfectly straight face that 44% of U. S. husbands shop for the family groceries, and 42% even cook the meals.

Weekend golfers will consider this report downright subversive.

•

A well-known advertising man quoted a well-known slogan, "Progress is our most important product," and credited it to Westinghouse.

Such is fame in adland's world of make-believe.

•

The SEC has drawn up some rules for investment counselor ads in order to protect the unsophisticated investor.

But the wild-eyed speculator with that get-rich-quick gleam in his eye can't be protected from himself.

•

Drag race enthusiasts envied the Russians' man in orbit when they found that with an uncluttered astral highway stretching before him, he was able to do five miles a second with no trouble at all.

•

In their early games of the new season the managerless Chicago Cubs managed to lose games just as successfully as they had done under the old and obsolete system.

•

Lady politicians in the Washington news have such intriguing names as Persia and India, suggesting at least their interest in exploring the territories of the New Frontier.

•

If the Kennedy administration decides to set up an office of consumer counsel, they will find a lot of consumers just bull-headed enough to keep and follow their own counsel.

•

Noting the success of foreign publishers who circulate their wares in France, *Paris-Match* has decided to reciprocate by turning out an English language edition for the edification of the beef eaters of Britain.

•

The increased sales and lower earnings reported by many enterprisers have restored to the financial vocabulary the phrase created under similar circumstances a few decades ago—profitless prosperity.

COPY CUB.

The Washington Post with 2,610,000 lines of Automotive Advertising in 1960 is first among all newspapers in America's top ten markets.

AUTOMOTIVE ADVERTISING
Year 1960
Media Records
6 and 7 Day Newspapers

1.	The Washington Post	2,610,258
2.	Los Angeles Times	2,538,664
3.	Detroit News	2,043,520
4.	Detroit Free Press	1,831,668
5.	St. Louis Post-Dispatch	1,800,915
6.	Washington Star	1,765,707
7.	Los Angeles Examiner	1,631,782
8.	Chicago Tribune	1,606,688
9.	New York Times	1,588,122
10.	Philadelphia Bulletin	1,550,560

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Starck, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly.

Straight talk? Yes...but then Arthur Godfrey always means business. Ask his sponsors. Ask Tetley Tea, Sylvania, Clairol and Underwood Deviled Ham, to mention just four.

And right now the Godfrey Extension Plan on the CBS Radio Network opens up an unprecedented opportunity for you to make the most of Arthur Godfrey's salesmanship—to experience Godfrey's effectiveness yourself.

Here's how it works. Advertisers who sponsor one 10-minute segment of top-ranking Arthur Godfrey Time weekday mornings can now buy six additional program-integrated Godfrey commercials. Delivered as only he can. Placed where they promise to do the most good—morning, noon or night—weekdays or weekends. This means that, for the first time, Arthur Godfrey can sell for you all through the week, in a variety of peak listening times in 200 markets coast to coast.

"I want to meet the businessman who has too much plant and wants to fill it with work"

Sound intriguing? Sounds even better when Arthur tells it. You two should get together. Call your agency account executive or CBS Radio Network representative for an appointment. Like Arthur Godfrey, he means business too.

THE CBS RADIO NETWORK

Note: Excerpt from Arthur Godfrey speech before RTES Time Buying and Selling Seminar.

Spend More on Ads to Boost Tourism to Europe, Travel Conference Urged

(Continued from Page 3)

ing "tourism not as a vast and vital economic activity, but as a cure for a balance of payments problem." Mr. Lickorish, who was unable to be present to deliver his report, said:

"When anxiety about the balance of payments fades, the state's willingness to continue the investment diminishes. The very success of the original support often kills further effort.

"The short-term balance of payments approach is this: If in pain, restrict residents' freedom by currency 'allowances' and try a whiff of publicity abroad. If international trade is nationally healthy, do nothing—tourists seem to be coming anyway.

"Neither course works. It would not in any other consumer industry, so why in the tourist business?"

■ Mr. Lickorish noted that total expenditures promoting travel to Europe have been estimated at about $12,000,000 a year. "This," he pointed out, "represents little change over the past five years. Since receipts are now running at over $1.05 billion, this represents only 1% of turnover. When promotion money is limited, there is a tendency to concentrate on immediate sales—to sell what was proved popular yesterday. Experiment, new ideas, investment in even the short long term—the day after tomorrow—are starved. But in this age of change and of immense opportunity, experiment is essential."

The British travel executive conceded grudgingly that there has been an appreciable increase in U. S. travel to Europe—it has expanded by 300% since 1950. But he questioned whether those results were so satisfactory. After all, he said, these were years of economic expansion, and it would have been "astonishing" if growth had not occurred. And it still remains true, he told the conference, that the proportion of U. S. disposable income spent on travel to Europe is less today than it was before the war.

■ Mr. Lickorish asserted that it is an exaggeration to say that the U. S. market for European travel is broadening. "In 1960," he pointed out, "0.5% of the U. S. population visited Europe. It took seven years to reach this figure, which is double that of 1954. In other words, despite a period of great increase in the volume of traffic, we have only penetrated the U. S. population to the extent of 25% more. This cannot imply a significant breakthrough into new income or class levels.

"International travel is being sold to some extent to travelers slightly below the income or class levels of people who traveled in the immediate postwar years. But much of the increased volume is also due to higher frequency of trips of experienced travelers, who are probably greatly attracted by fare reductions and who can be stimulated to more frequent trips by rises in living standards."

■ Mr. Lickorish noted that of the 800,000 trips made to Europe by Americans in 1960, 400,000 were repeat visits, and some of these were made by "professional travelers, who virtually commute across the Atlantic."

He pooh-pahed the talk about all the U. S. secretaries who go on European vacations. It's possible, he said, to show enormous increases in recent years "but the base is usually very small and the proportion of secretaries among all travelers is also small."

Citing ETC research figures which show that there are now some 12,000,000 Americans "with the money, the opportunity and some degree of interest in crossing the Atlantic," Mr. Lickorish offered the pessimistic comment that at the present rate of progress it will take 20 years to bring these 12,000,000 across the ocean.

He concluded with the suggestion that Europe pay more attention to marketing its tourist attractions, including research that will turn up better ways to motivate Americans to cross the Atlantic.

■ Birger Nordholm, director of the Swedish National Travel Office, told the conference that marketing techniques will have to be improved, because in the future Europe will face stiff competition for the U. S. tourist dollar from other areas of the world.

"Modern transportation, which puts opposite ends of the earth a day away from each other, also denies us the luxury of taking for granted the preferred position we have enjoyed so long in the tourist field," he said. "We shall have to double and redouble our efforts if we are to maintain Europe as the main vacation goal for Americans."

■ Whereas Mr. Lickorish estimated travel-to-Europe promotion in the U. S. at $12,000,000, Mr. Nordholm put the figure at $32,000,000, although he noted that he was including expenditures by airlines, steamship companies and travel agencies. "That's an impressive sum, but is it enough?" he asked. "Is it being spent with maximum effect?"

Arthur Haulot, Belgium's high commissioner of tourism, expressed satisfaction with the increase of U. S. tourist traffic to Europe, and he said Europe welcomes U. S. plans to attract European tourists to America. "Europeans," he said, "have long yearned to be able to explore the 20th century New World to which we owe so much."

■ Addressing the dinner which concluded the conference, Secretary of Commerce Luther H. Hodges assured the Europeans that while the U. S. government wants to increase the flow of European tourists to America, "our payment

we have important

ON THE BUILDING MARKET...

1. THE TIMING OF BUILDING PRODUCT DECISIONS

A study indicating when, in the total process of creating a building, architects usually make their "type" and "brand" decisions with respect to 24 different types of products.

2. BUYING INFLUENCES IN ARCHITECTURAL OFFICES

An independently sponsored study showing who, by title or function, influences product selection and who actually writes the specifications.

3. GUIDE TO GOOD ARCHITECTURAL ADVERTISING

A distillation of constructive criticism and suggestions by architects and engineers contained in some 5,000 written responses to Architectural Record's *Continuing Readership Research.*

4. BUILDING BUSINESS IN THE SIXTIES

A projection of trends in nonresidential and residential building activity by the Economics Division of F. W. Dodge Corporation (*reprinted from Architectural Record*).

5. ANALYSIS OF ARCHITECT ACTIVITY

A detailed study of the number, type and dollar value of buildings planned by 1,160 architectural offices for periods up to seven years.

Source: F. W. Dodge Corporation's exclusive *Cumulative Activity Record* of the day-to-day planning activity of individual architectural offices.

Architectural Record

F. W. DODGE CORPORATION
A McGraw-Hill Company

119 West 40th Street
New York 18, N. Y.
OXford 5-3000

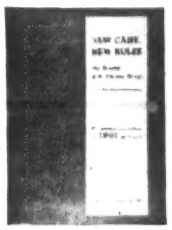
"stimulus to creative architectural and engineering design"

6. ARCHITECT-ENGINEER PLANNED WORK—1960

An analysis of *Dodge Reports* showing percentage of projects and dollar volume of various types of nonresidential buildings planned by architects and engineers.

7. AIR CONDITIONING STUDY

Architect specification practices and product preferences in 1937, 1947, 1952 and 1960.



8. CONSTRUCTION OUTLOOK 1961

F. W. Dodge Corporation's official annual preview of construction potentials (*reprinted from Architectural Record*).

deficit does not require any American to delay or give up his plans for a vacation abroad." Mr. Hodges added:

"Since we believe foreign travel is good for Americans and for our country, we have no intention of trying to stop them from going abroad. What we want to see is a rising tide of two-way tourist travel between the U. S. and other countries."

■ There was a bit of by-play at the conference between airlines and steamship companies. Airplanes have now eclipsed ships as the leading carrier of tourists across the Atlantic, and some steamship lines are beginning to take umbrage. Newspaper travel sections, for example, are now carrying an ad from American Export lines with the headline: "When we say $540 to Europe and back—we mean 'all the way'!" The ad, promoting an all-inclusive package cruise to Europe, advises readers:

"Some trips to Europe are fantastic bargains. Others only sound like it. What is a bargain and what is not?

"A bargain is not a 17-day, hurry-up excursion at a fare that feeds you a quick meal . . . drops you in Shannon, let's say . . . and then forgets you."

■ Perhaps this is what Willis P. Lipscomb, vp-traffic and sales, Pan American World Airways, was referring to at the conference when he expressed the pious hope that each industry will now "emphasize its own virtues, rather than indulging in invidious comparisons with the other mode of travel."

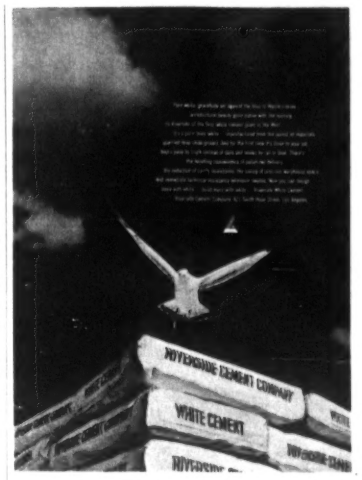
Mr. Lipscomb's comment drew a quick retort from Ben H. Russell, director of Cunard Steamship Co., who said: "We will mind his admonition, but I suggest he look in the mirror himself."

Donald N. Martin, executive director of the European Travel Commission, was applauded enthusiastically for his presentation of the new ETC campaign to promote off-season traffic. This campaign, which will break in the June *Holiday*, features the special attractions Europe has in October and November. It will be keyed to the themes, "Come to open house in Europe" and "See the European's Europe." One of the selling tools is a modernistic color film, produced with a slick professionalism that may gain it exposure in film art houses.

George Brownell, a travel agent from Birmingham, Ala., had a concrete suggestion for the Europeans on how they might increase off-season travel. Mr. Brownell told the conference that Miami Beach hotels now enjoy a flourishing summer trade because they reduced their rates 50%.

■ "The reason I'm telling you this success story," he said, "is because I firmly believe that this is the magic formula that can wipe out the off-season lull in some European areas. Instead of trying to dispose of their piston aircraft, why can't airlines establish an austerity coach fare to Europe at 50% less than normal fares? And why can't the steamship companies slash their off-season fares in a like manner? Reductions like this would certainly increase traffic—both ways—across the Atlantic, at the time of the year when it is needed most."

Although all major airline and steamship companies were represented at the conference, no one jumped to pick up Mr. Brownell's suggestion. #



FLIGHTY—*Riverside Cement Co., Los Angeles, will use ads like this to announce its opening of the "first white cement plant in the West." The color page is scheduled in six building and architectural magazines.*

information for you...

ON ARCHITECTURAL RECORD...

9. EDITORIAL ANALYSES

Leading architectural magazines compared in terms of total pages devoted to various building types and other subjects.

Architectural Record publishes more editorial pages than any other magazine in its field—including more on the design of both nonresidential buildings and residential buildings.

10. DODGE-DOCUMENTED MARKET COVERAGE

A study of Architectural Record's coverage of all architect-planned work reported by F. W. Dodge Corporation in 26 states in 12-month periods.

94% of all architect-planned nonresidential building; 81% of all architect-planned residential building is verifiably in the hands of Architectural Record's own architect and engineer subscribers.

11. EDITORIAL RESEARCH

Outline of the significance of Eastman Editorial Research Service to publishers and advertisers.

Highly respected Eastman Editorial Research Service is employed exclusively in its field by Architectural Record . . . and has been since 1956.

12. ADVERTISING ANALYSES

A comparison of leading architectural magazines in terms of number of advertising pages, number of advertisers, and total pages in major product categories.

Year after year more building product advertisers place more advertising pages in Architectural Record than in any other architectural magazine—62% more in 1960.

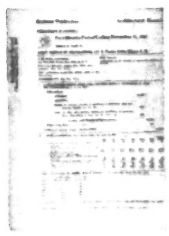
13. ROSTER OF NEW AND CONSECUTIVE ADVERTISERS

Architectural Record had the most new advertisers in its field in 1960 (130)—and the most consecutive advertisers (397). 141 advertisers have used the Record continuously for 10 or more years!

14. SUMMARY OF READERSHIP STUDIES

161 studies sponsored by building product manufacturers and advertising agencies.

Architects and engineers have voted Architectural Record "preferred" in 146 out of 161 advertiser-sponsored studies for which results are available.



15. AUDIT BUREAU OF CIRCULATIONS STATEMENT

(Dec. 31, 1960)

More architects—and more engineers—subscribe to Architectural Record than to any other architectural magazine. (See recapitulation of architect and engineer circulation on pages two and three of A.B.C. statements.) And you can reach them at the lowest rate per page per thousand.

16. THE MAGAZINE ITSELF

Every page of Architectural Record is edited specifically for architects and engineers. And editorial content is continuously timed and balanced with the aid of *Dodge Reports* to be of top value to architects and engineers in terms of the work on their boards.

✻ Please send me the items circled below to help me select the right architectural magazine for my advertising:

1 2 3 4

5 6 7 8

9 10 11 12

13 14 15 16

Name_____

Title_____

Company_____

Address_____

_____

'Tahoe Sierra Tribune' Names Van Sooy Editor, Publisher

Neal Van Sooy, formerly editor and publisher of the *Appeal*, Carson City, Nev., has been named editor and publisher of the *Tahoe Sierra Tribune*, Al Tahoe, Cal. Lyle Laughlin, former publisher, becomes business manager. Zane Miles, former editor, has not announced his future plans.

Weber, Geiger Adds Hoist Unit

The hoist & crane division of Robbins & Myers, Springfield, O., has switched its account from Odiorne Industrial Advertising, Yellow Springs, O., to Weber, Geiger & Kalat, Dayton. Weber, Geiger has been handling four other Robbins & Myers divisions for five years.

Roosevelt Joins Callan Co.

Elliott Roosevelt, son of the late Franklin Delano Roosevelt, has been named publications administrator of Hoffman Callan Co., Minneapolis printing and publishing house. He will direct the expansion of the motor travel directory published by Callan for Motor Travel Services, an affiliate.

McCreary Tire Names Lando

McCreary Tire & Rubber Co., Indiana, Pa., has named Lando Advertising Agency, Pittsburgh and Erie, to handle its advertising.

'Good House' Boosts Price

Good Housekeeping will increase its cover price from 35¢ to 50¢ beginning with its October issue.

GET TOUGH!

Firm up your business by advertising to the *premium* male market in ELKS MAGAZINE

*Starch Consumer Magazine Report, 1960

If your business is slow to respond as the economy turns up—try a promotional push to the affluent, acquisitive Elks market. Elks are among the nation's top earners . . . with a high $8,257 median income*. They are mature heads of households who own and buy just about everything at a record rate*.

Nearly ½ are business owners, officials or professional men—well paid, well housed, well traveled community leaders. Advertising to Elks is smart. They are proven buyers—with the temperament and the means for making consistently large scale expenditures on business, shelter, apparel, leisure, luxury and service items.

Get tough with your ad dollar. Squeeze it for all it's worth with sales messages in ELKS MAGAZINE . . . the only publication designed to exclusively reach, influence and sell the dynamic Elks group. The cost—about ½ that of other leading Men's books.

CIRCULATION.....1,285,420 (ABC 12/31/60)
C/P/M.....$2.37

THE Elks MAGAZINE
• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5909 W. 3rd St.

MICHIGAN WEEK MAY 21-27

YOU MAY NEVER PAY $29,400 FOR A DOG*—

BUT... People Cost Only Pennies Per Thousand On WKZO Radio For Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA — JULY, 1960
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

*$29,400 was bid for a 3-year-old Golden Pekingese champion in Montreal, January, 1956.

For only a few cents per thousand, WKZO Radio sends your announcements to the largest radio audience offered by *any* station in Kalamazoo-Battle Creek and Greater Western Michigan.

WKZO walloped all competition by landing the No. 1 position in *all* 360 quarter hours surveyed, 6 a.m.-Midnight, Monday through Friday, in the latest Pulse Report (see left).

And when you're selecting radio markets, remember that Kalamazoo *alone* is expected to outgrow all other U.S. cities in personal income and retail sales between now and 1965. *(Source: Sales Management Survey, July 10, 1960.)*

Talk to Avery-Knodel soon about WKZO Radio for Greater Western Michigan!

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO
CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Stanley Fein, an art director at Doremus & Co., New York, is having his first one-man exhibit of drawings and paintings at the Phoenix Gallery. The show will run from April 21 to May 11 . . .

Mrs. Jane Landrum Bell, owner of the Jane Bell Direct Advertising Service, New York, and for ten years executive manager of the Direct Mail Advertising Assn., was married April 21 to **Jerry Forest Burton,** manager of the retail advertising division of Scripps-Howard Newspapers. They're honeymooning in Bermuda . . . Mary Elizabeth Barber, on *Life's* editorial staff, was married April 8 to **Arthur James Davidson** of Thompson-Koch Advertising, New York. . . A May wedding is planned for Diane Darrigan, daughter of *Newsweek's* treasurer **Tom Darrigan,** and Kenneth P. Walsh of Cannon Mills . . . In an April 12 ceremony Evelyne Bloch, receptionist with U.S. Rubber Co., was married to **Marvin Bader,** ABC's commercial coordinator . . .

Emily Laura, a third child, was born April 10 to Mr. and Mrs. **Mel Rubin.** Father is board chairman of Shaller-Rubin Co., New York agency . . .

PINEAPPLE PICKERS—*Al and Lily Leininger (he's exec vp and ad director of Parents' Magazine) do some field work while visiting Willie Paul, associate manager of one of California Packing Corp.'s pineapple plantations on the island of Oahu in the Hawaiian Islands.*

Mrs. Robert E. Kintner, wife of NBC's president, has been named to the national advisory council for the Peace Corps by President Kennedy. She is also active in the International Children's Fund of the United Nations. . .

Hugh J. Kelly, exec vp of McGraw-Hill Publishing Co., has been named to the advisory committee on the Hall of Education that is planned for the International World Fair in 1964-'65. . .

Albert Frank-Guenther Law played host April 4 at a dinner for 21 "pioneer" employes who have been with the agency since it merged into its present corporate structure in 1932. Among those honored: **Rudolph Guenther,** former board chairman who is 90 years old and still active as an agency director. . .

Eliott (Pappy) Odell, vp and ad director of *Farm Journal,* attending the advertising, publishing and entertainment Scout Lunch-O-Ree in New York recently, was surprised to learn he had been designated Good Scout of 1960—"I wondered whom they were talking about." He serves as co-chairman of the magazines committee of the New York Lunch-O-Ree and has been active in the Boy Scouts for many years. . .

Texas fund raiser—**Joe Dealey,** president of the *Dallas Morning News* and WFAA and WFAA-TV, will head the development council of the Dallas children's medical center to plan a fall building campaign . . .

Jack J. Freeman, senior art director of R. Jack Scott, recently was awarded $200 for a water color in the Chicago Art Institute's annual artists and vicinity show. The same painting won him $100 last year in the Chicago Art Directors annual water color exhibit . . .

The man with a green thumb—**Samm Sinclair Baker,** of Donahue & Coe's executive staff, and author of several gardening books—has turned to radio. He's written and recorded a series of one-minute instructive spots called "Miracle Gardening Tips" for Harry S. Goodman Radio Productions, which will be syndicated to radio stations . . .

Merger in Los Angeles—A late June wedding is planned by **Sandra Forbes** on the production staff at Foote, Cone & Belding and **Robert O'Neil Pearle** in the media department of Young & Rubicam. Father of the bride-to-be is **Jack Forbes,** vp and Los Angeles office manager of Kelly-Smith Co., newspaper representative. And on April 8 **Nita Ruddick,** who formerly owned her own agency in Denver, married Harry K. Duvall . . .

March 29 was a memorable day for **Frank C. Mirabile,** partner in the Welch, Mirabile agency of Baltimore. On that day, as he was in the midst of moving his agency to larger quarters, his wife gave birth to their sixth child, their second boy . . .

The Albany, N. Y., chapter of the Assn. of Industrial Advertisers gave its adman of the year award to **Karl L. Koss,** program planning manager of General Electric's advertising and sales promotion department, Schenectady . . .

Draper Daniels, exec vp of creative services for Leo Burnett Co., Chicago, recently was initiated as a professional member of the G. D. Gaw chapter of Alpha Delta Sigma . . .

Redbook Gives You The Best Years Of Their Lives

Today's Young Adults are living the best years of their lives right now. The rich years. The active years. The years of marrying, having babies, buying homes of their own. They're the best years for everybody. Including advertisers. Seven years ago, Redbook foresaw the population explosion and decided to become a magazine exclusively for Young Adults. Anticipating the years when millions of war babies would be stepping out of their teens and into the life of Young Adults, Redbook set out to edit exclusively to the special tastes and interests of this age. The result: today's Redbook. Their book. And becoming more so every day. Circulation guarantee has just been raised again—to 3,450,000—with the highest percentage of Young Adults of any mass magazine in the country. Naturally, advertisers have been attracted, too. Display linage first quarter was up 18.2%—in spite of the recession. Good years. The best years. Right now...

REDBOOK: The Magazine for Young Adults. 230 Park Avenue, New York 17, New York, MUrray Hill 6-4600—and Chicago, Boston, Los Angeles, San Francisco. Another exciting publication of THE McCALL CORPORATION.

WITH THE MAY 1961 ISSUE

Office Management
and AMERICAN BUSINESS
The Magazine of Administration and Systems

CHANGES ITS NAME

—AND BECOMES

Administrative
Management
Formerly OFFICE MANAGEMENT AND AMERICAN BUSINESS

REFLECTING . . .

the dynamically increasing scope of activities centered in the office

the widening range of responsibilities carried by the administrative executive

ADMINISTRATIVE MANAGEMENT keeps pace with the exploding office market. From a paid circulation of 10,000 in 1953 it has grown to 40,000 average net paid, guaranteed for the year 1961, **the only independent ABC paid circulation magazine in the office field.**

Administrative Management

Formerly OFFICE MANAGEMENT AND AMERICAN BUSINESS

Published by Geyer-McAllister Publications—Publishers since 1877

212 Fifth Avenue, New York 10, N. Y.

BOSTON • CHICAGO • LOS ANGELES • SAN FRANCISCO

Hackett Joins Sturm Studios

Harold Hackett, formerly with Program Sales, has been appointed president of Sturm Studios, New York, producer of animated and live tv commercials. Other officers named in the company's reorganization move are Raymond Junkin, previously president of Program Sales, exec vp, and William Sturm, founder of Sturm Studios, vp. The Sturm company plans to enter into the production of live and film programs, as well as the syndication of shows.

Ward Joins General Outdoor

Kenneth J. Ward Jr., formerly sales promotion manager of the southern region of Foster & Kleiser Co., has been named sales promotion director of General Outdoor Advertising Co., Chicago. Mr. Ward, who also will be responsible for GOA's advertising, succeeds George F. Vesley, who moved from director of sales promotion and advertising to director of branch sales last December.

Coming Conventions

•Indicates first listing in this column.

April 24-27. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

April 28-30. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 1-3. Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-6. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 7-9. Magazine Publishers Assn., 42nd annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 7-10. National Assn. of Broadcasters, annual convention, Sheraton Park and Shoreham Hotels, Washington, D. C.

May 8-9. Direct Mail Advertising Assn., West Coast conference, Statler Hotel, Los Angeles.

•May 8-10. Assn. of Railroad Advertising Managers, annual convention, Royal Orleans Hotel, New Orleans.

May 11. Assn. of National Advertisers, workshop on International Advertising, Hotel Plaza, New York.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 11-23. Advertising Federation of America, third annual management seminar in advertising and marketing, Chatham Bars Inn, Cape Cod, Mass.

June 12-14. Poster Advertising Assn. of Canada, Chantecler Hotel, Ste. Adele, P.Q., Canada.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

June 25-28. Annual sales promotion convention, National Retail Merchants Assn., Mount Washington Hotel, Bretton Woods, N.H.

June 25-28. New England Newspaper Advertising Executives Assn., summer meeting, Mount Washington Hotel, Bretton Woods, N. H.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 25-29. National Advertising Agency Network, annual management conference, Broadmoor Hotel, Colorado Springs.

June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Aug. 1-4. Fourth annual Advertising Age Creative Workshop, Palmer House, Chicago.

Aug. 18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

Sept. 8-10. Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines.

Sept. 11-17. Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago.

Sept. 20-22. International Advertising Assn., European Conference, Madrid.

Sept. 21-23. Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa.

•Sept. 30-Oct. 1. Ohio Daily Newspaper Advertising Executives Assn., annual advertising clinic, Fort Hayes Hotel, Columbus, O.

Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 22-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

Nov. 2-4. Assn. of National Advertisers, annual national meeting, The Homestead, Hot Springs, Va.

Nov. 6-8. Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

Nov. 7-9. Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago.

Nov. 15-17. Television Bureau of Advertising, annual meeting, Statler-Hilton, Detroit.

Goodrich Boosts Howard

Robert O. Howard, formerly advertising and sales promotion manager of the associated tire and accessories division of B. F. Goodrich Co., Akron, has been named manager of advertising of International B. F. Goodrich Co., a Goodrich division.

The mistress of all she surveys. A gracious hostess waiting for her guests to arrive. The interesting and the interested will both enjoy the company of a "Metropolitan personality."

METROPOLITAN BROADCASTING

205 East 67th Street, New York 21, N.Y.

TELEVISION STATIONS

WNEW-TV New York, N.Y.
WTTG Washington, D.C.
KOVR Sacramento-Stockton, California
WTVH Peoria, Illinois
WTVP Decatur, Illinois

RADIO STATIONS

WNEW New York, N.Y.
WHK Cleveland, Ohio
WIP Philadelphia, Pa.

A DIVISION OF METROMEDIA, INC.
other divisions are:
Foster & Kleiser
Worldwide Broadcasting

GOWN: LANVIN-CASTILLO, PARIS, PHOTO: PETER FINK

'Newsweek' Names Four

Laurence C. B. Laurie, formerly advertising director of *Newsweek International*, has been named international ad manager of the magazine's domestic edition in New York. Preston Babcock, previously European ad director in London, has been named to succeed Mr. Laurie. Francis Seidler, last with Mather & Crowther Ltd., London agency, and earlier with *Newsweek*, has rejoined the publication to succeed Mr. Babcock. Norman W. William, previously with United Press International's Asia division, has joined *Newsweek* as projects manager of the Pacific edition, succeeding Gene Gateley, who resigned to join *Asia Magazine*.

Paramount, Talent Sign Pact

Paramount Pictures Corp., New York, has acquired 50% interest in Talent Associates, tv and motion picture packager. Alfred Levy and David Susskind, president and exec vp, respectively, of Talent Associates, received an undisclosed cash amount and number of shares of Paramount common stock in the transaction. Paramount's tv production activities henceforth will be integrated into Talent Associates.

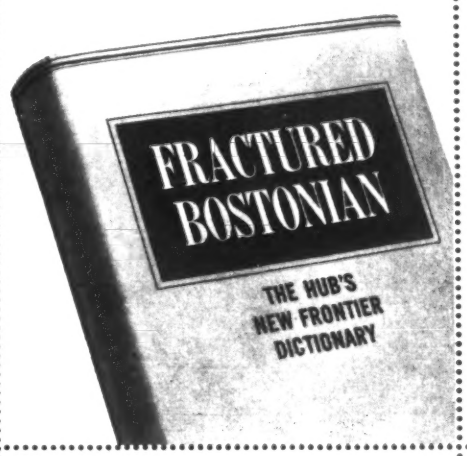
Ellington Adds One

Ellington & Co., New York, has been named to handle the advertising account of the Castle Harbour, a Bermuda hotel. The agency said the hotel's campaign, to start in June, will run in *Holiday*, *Sports Illustrated* and *Time*. Newspapers will include the *Boston Herald* and *New York Times Magazine*. Wendell P. Colton Co. is the former agency.

Grimm & Craigle Adds Two

Protection Mutual Insurance Co., Park Ridge, Ill., and George T. Schmidt Inc., Chicago, manufacturer of marking machines, have appointed Grimm & Craigle, Chicago, to handle their advertising.

NEW BEST SELLAH



Boston citizen's answer to question: "Do you have The Globe home delivered?"

THE GLOBE-1ST IN HOME DELIVERY

OPPOSITION ADVT. DIRECTOR:

Advertising director of another Boston paper upon learning:

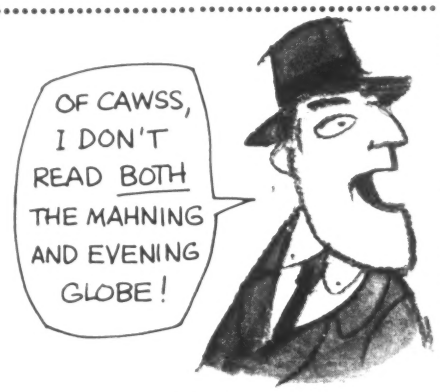
THE GLOBE-1ST IN TOTAL ADV. LINAGE

The Globe sells everything from antiques to bean pawts — uh, pots — to prints of old Yankee sailing vessels.

THE GLOBE-1ST IN TOTAL CLASSIFIED

Well, not quite that many, but more than all other Boston newspapers combined.

THE GLOBE-1ST IN BLUE RIBBONS



Why should he? It's the same paper except for the news. Each edition delivers a fresh audience.

THE GLOBE-1ST IN UNDUP. COVERAGE

This refugee from Durgin-Park's restaurant likes The Globe's ROP color ads as much as cod and chowder.

THE GLOBE-1ST IN ROP COLOR

Want to heah moah? Just call a Million Market Man.

The Boston Globe
MORNING • EVENING
SUNDAY

A MILLION MARKET NEWSPAPER:
NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO

THE GLOBE-1ST IN PRACTICALLY EVERYTHING

Prospectus Says Max Factor Is No. 3 Cosmetics Marketer

NEW YORK, April 18—Max Factor & Co. had sales of $59,238,000 last year and believes it is No. 3 in the cosmetics industry.

Factor's facial makeup line accounted for about 39% of its net sales, fragrance products about 16%, and all other product lines less than 15% each. These included lipstick, eye makeup, hair care products, men's toiletries, skin care creams and lotions, and deodorants.

This month Factor introduced Nail Satin, its first extensive line of nail polishes. Next month it will start marketing finishing powder, a translucent powder used to impart a matte finish to the face. Sun pastels, a matte finish lipstick line was introduced in February.

About 18.5% of net sales came from England; 122 other countries contributed to the cosmetics company's business. In descending order—and in no case accounting for more than about 4%—they were Italy, Australia, France, Mexico, Germany, South Africa, and Brazil.

■ All this information was contained in a prospectus filed with the Securities & Exchange Commission by the Los Angeles cosmetics house.

The late Max Factor Sr. founded the company in 1909 to sell cosmetics to the motion picture and theatrical industries. Subsequent expansion was into consumer markets and now, while Factor "believes it is the principal supplier of professional makeup for the tv, motion picture and theatrical industries, this business does not comprise a significant portion of the company's total sales."

Factor sales in the past five years have gone from $32,613,000 to a record $59,238,000 set in 1960. During this time net earnings nearly doubled, from $2,007,000 in 1956 to $4,023,000 last year (the last figure is less a special deduction of $226,168 for property expropriated by the Cuban government).

No advertising figures were reported in the prospectus, although recent estimates placed the company's budget around the $4,000,000 mark. #

Hoefer Heads St. Louis Office

James B. Hoefer, former representative in the Chicago area of *Architectural Forum*, now heads the magazine's new office in St. Louis, in the Shell Bldg. He will represent the publication also in Louisville, Indianapolis, Kansas City, Memphis, Birmingham and Omaha.

Small Joins WAVI, Dayton

Franklin H. Small, formerly sales manager of WIL, St. Louis radio station, has been appointed assistant general manager of WAVI, Dayton radio station. In addition to administrative duties, he will be in charge of the station's sales.

Wirka Joins Cruttenden

Robert C. Wirka, formerly an account executive in the Chicago office of Doremus & Co., has been named director of advertising of Cruttenden, Podesta & Co., Chicago-based investment company.

Wallace Stainless to Black

The stainless steel division of Wallace Silversmiths, Lancaster, Pa., subsidiary of Hamilton Watch Co., has appointed Ted Black Agency, Reading, Pa., to handle its advertising.

Morison Milo Martineau Barnett

ITALIAN-STYLE—*Sandra Milo, Italian film star, dons bowling outfit (?) at the inauguration of Italy's first automated bowling alleys. With her are two officials from AMF Overseas Corp.: Donald W. Morison, director of marketing, and David Martineau, vp; and Tom Barnett, assistant vp, international division of Erwin Wasey, Ruthrauff & Ryan, which handles AMF's overseas advertising.*

Market Research Center Offers New TV Ad Test Setup

NEW YORK, April 18—Pre-testing television commercials is most effective when it is conducted in a normal viewing situation, according to William Capitman, president of the Center for Research in Marketing.

Speaking before the New York chapter of the American Marketing Assn., Mr. Capitman admitted that no research method had yet been designed to measure a commercial's ultimate objective—to sell a product. He said all available tests can only do the second best thing, and that is to measure the extent to which the commercial has communicated its message to the viewer.

The researcher said his company's method of pre-testing commercials on community antenna tv systems is most realistic because it is conducted in the privacy of the family viewing circle, and the "medium is intended to be consumed in private." He contrasted his method (called CC/TV) with systems which employ captive audiences or rear-screen projection techniques, pointing out that "communication to large audience groups is different in character from private communication."

■ Du Pont, Pillsbury and Crown Zellerbach are some of the advertisers who have made use of the 16-month-old CC/TV method, he said. Results cannot be made public yet, but it is known that the tests were each conducted in one of the five community antenna systems which CC/TV is equipped to use. An example is Port Jervis, N.Y., where 2,200 out of 2,500 tv homes subscribe to the antenna system.

CC/TV already has amassed data on the viewers in its test areas—viewing habits, purchasing habits and socio-economic status. A sample from this group is selected and given a pre-test to determine brand attitudes about five days before the actual commercial test, Mr. Capitman said.

Blank questionnaires are mailed to the sample group, and they are requested to watch a designated channel on their tv sets at a certain time. At that hour, an announcer comes on the screen, asking the questions and indicating where the answers should be written on the questionnaires.

■ "The fact that we have a great deal of knowledge about our audience permits us to match samples," Mr. Capitman said. The CC/TV system, he pointed out, can also measure the effectiveness of various parts of a commercial; show how well the commercial is assimilated; determine whether it creates or changes the image of a brand; and measure its effectiveness among competitive brands.

As an example of an advantage of his system, Mr. Capitman pointed to deodorant advertising which, he said, "tested in an audience situation obtains a rather poor response, almost despite the specific content. Deodorants are personal products. They deal with an area of human experience which is not, as a rule, publicly discussed. In the home one can view a commercial of this intimate nature with a feeling that one is involved in a relationship with the commercial. But exposure of the same commercial to several hundred people must either be offensive or a joke in poor taste." #

Ellis Adds Two Accounts

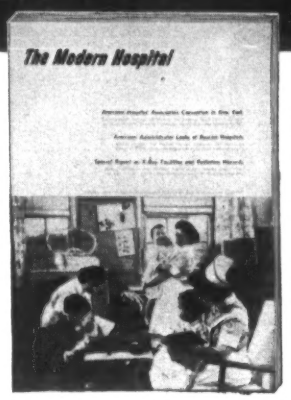
Heico Inc., Stroudsburg, Pa., manufacturer of water purifiers and photo chemicals, and Brothers Chemical Co., Orange, N. J., manufacturer of laboratory and reagent chemicals and gas detection equipment, have appointed Ray Ellis Advertising, Chatham, N. J., to handle their advertising.

Kellerman to Creative Research

Henry M. Kellerman, formerly project director at First Surveys Inc., New York, has joined Creative Research Services, New York, as a research associate.

The Modern Hospital

a MONTHLY magazine—the frequency overwhelmingly preferred in *this* market



If your marketing plans include the hospital market—

ASK ANY QUESTION

THE MODERN HOSPITAL recognizes that selection of markets and media involves serious and important decisions. Intelligent decisions must be based on intelligent, well documented answers to intelligent questions. These documented answers THE MODERN HOSPITAL is prepared to give, from its home office or through any one of its advertising representatives.

Ask about the market: number and location of buying units, potential sale of product types, specific suitability of a particular product, product selection influences.

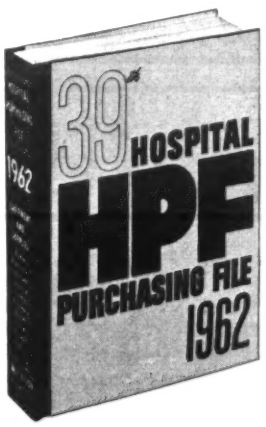
Ask about the magazine: its market coverage, readership at various levels, response to editorial and advertising content, subscription methods and circulation record, pass-along distribution and readership by secondary recipients.

Ask about advertising patronage: how many advertisers, continuity of patronage, comparative standing in the field.

ASK ANY QUESTION—*ask it now, as you plan your marketing program. Ask the same questions of other magazines in the market, too—for sound media selection depends on analytical comparisons. Ask, too, for full, factual documentation.*

The Modern Hospital Publishing Co., Inc.
1050 MERCHANDISE MART, CHICAGO 54, ILLINOIS

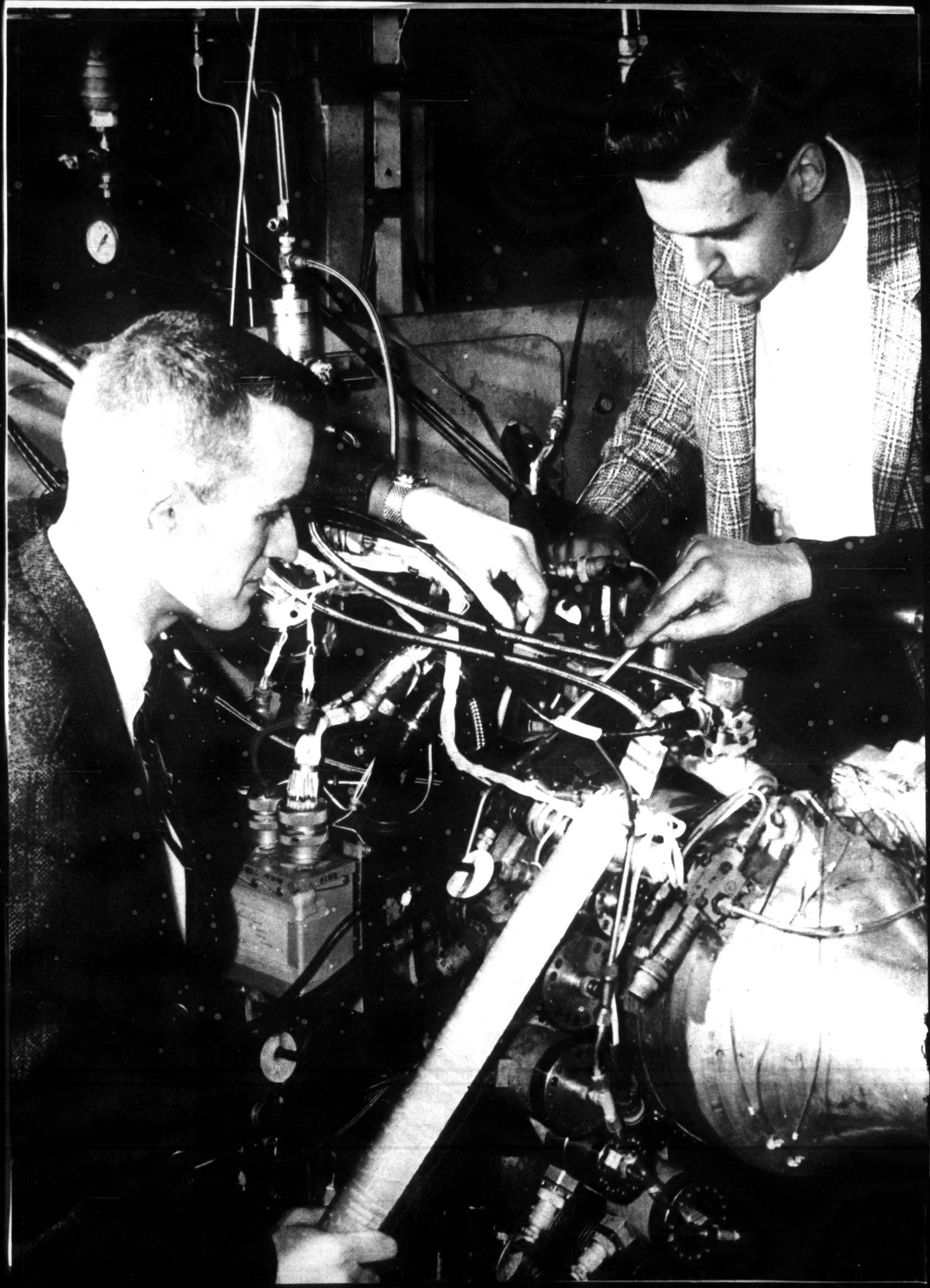
publications of F. W. DODGE CORPORATION



File hospital product information here

SINCE 1919 HOSPITAL PURCHASING FILE has served hospitals. Here your catalog of products hospitals use will be filed, indexed for easy reference, distributed to every hospital of twenty beds or more, and retained for reference when products are being considered and purchases made. *Hospitals come here to buy—and your catalog filed here makes it easy for hospitals to buy from you.* 1962 Edition is now in preparation. *Ask for complete details, proof of use.*

Exclusive catalog sales representatives,
The Modern Hospital Publishing Co., Inc.



BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aerospace market, what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week
and *Space Technology*

A McGraw-Hill Publication. 330 West 42nd St., New York 36, N.Y.

ABC PAID CIRCULATION 80,481

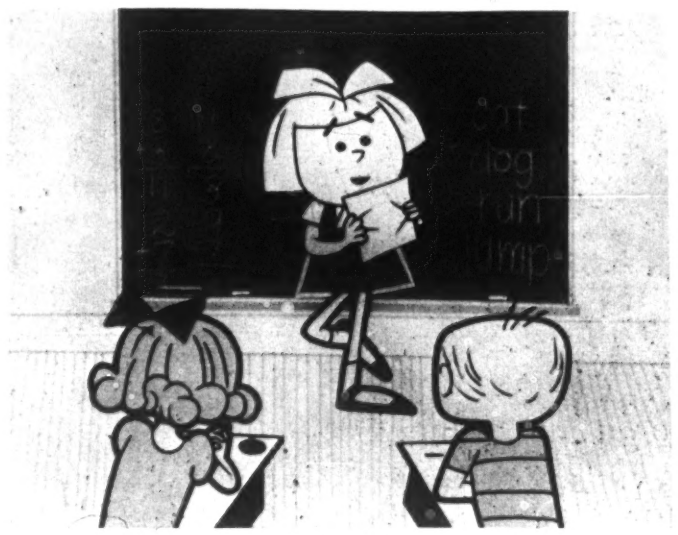
Rocket Engine Test—Bell Aerosystems

$2 billion shot you can make blindfolded

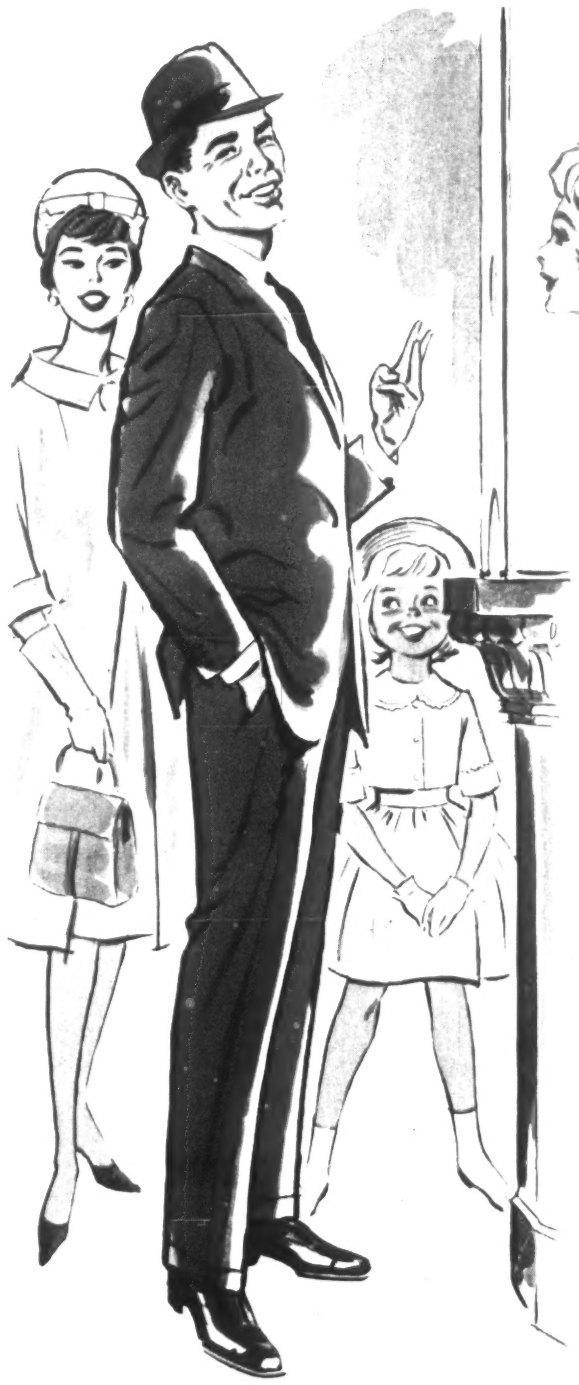
Put yourself closer to the sales pin in Georgia's great $2 billion market . . . the Augusta, Columbus, Macon and Savannah trading areas. With a combined daily circulation of 266,213 and Sunday total of 227,653, the Georgia Group papers deliver the coverage and penetration you need and want. And it's one order, one bill, one check . . . and 13% savings on 10,000 lines or more. Call your local Branham man for details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* **MACON** *Telegraph and News*
COLUMBUS *Ledger and Enquirer* **SAVANNAH** *News and Press*
Represented nationally by **THE BRANHAM COMPANY**



SCHOOLGIRL—*Crocker-Anglo National Bank is using 20-second and one-minute tv ads in northern and central California markets to lure new accounts. J. Walter Thompson Co. is the agency. Playhouse Pictures produced the tv commercials.*



"SELL US ON SUNDAY" SAYS BUFFALO, "SATURDAY IS OUR NIGHT OUT!"

Buffalo's **only** Sunday newspaper provides the **best** newspaper readership in the Buffalo market — and advertisers know it.

303,666 FAMILIES BUY THE SUNDAY COURIER-EXPRESS

That's the largest circulation of any newspaper — daily or Sunday — in New York State outside New York City.

READERS SPEND TWICE AS MUCH FOR THE SUNDAY COURIER-EXPRESS

These 303,666 families pay 20¢ for the Sunday Courier-Express, even though the "week-end" Saturday News is priced at only 10¢. And no wonder. The Sunday Courier-Express is packed with interesting editorial features (home planning and gardening, travel and resorts, sports, women's, books and amusements, etc.) plus color comics, Sunday Pictorial, Parade, and American Weekly.

MORE PEOPLE READ THE ADS IN THE SUNDAY COURIER-EXPRESS

Carl J. Nelson Research Inc. studied **both** the Sunday Courier-Express and the "week-end" Saturday Evening News. The percentage of city zone people who read display advertising proved highest for the Sunday Courier-Express.

FIVE TIMES AS MUCH ADVERTISING RUNS IN THE SUNDAY COURIER-EXPRESS

In a recent typical month without a holiday on the week-end, the Sunday Courier-Express carried 1,025,283 lines of advertising, while the "week-end" Saturday News ran only 206,047 lines.

So . . . for heaviest saturation in the Buffalo area, use the Sunday Courier-Express. For effective coverage of families with more dollars to spend, use the Morning (Daily) Courier-Express.

Courier BUFFALO EXPRESS
WESTERN NEW YORK'S GREATEST NEWSPAPER

ROP COLOR
7 DAYS
Represented Nationally by:
NEWSPAPER MARKETING ASSOCIATES
NEW YORK, CHICAGO, PHILADELPHIA, DETROIT, LOS ANGELES, SAN FRANCISCO

Promote Image of U.S. Drug Makers Abroad, Zodda Says

NEW YORK, April 18—A. T. Zodda, corporate vp of international operations, Olin Mathieson Corp., proposed last week that U. S. pharmaceutical companies operating abroad set aside 1% of their net sales for an institutional advertising program "to tell the true story of our industry to the people of the world."

Mr. Zodda told the Pharmaceutical Advertising Club of New York that such an appropriation, for the entire industry, would amount to some $4,500,000. However, he did not suggest a joint program. He urged that each company conduct its own program on a country-by-country basis.

■ The international executive said such a program is needed because "The pharmaceutical industry overseas is being made the pawn of those who seek to capitalize on the surge of nationalism," he added:

"In Europe, in Latin America, throughout the Middle East and the Far East, we have become the whipping boy of political leaders who, like some of our own, have discovered how easy it is to make headlines by launching an attack against us."

Mr. Zodda said he "hopes" Olin Mathieson's drug division, E. R. Squibb, will embark on such a campaign. The program has not yet received management approval.

Mr. Zodda, who held a press conference before giving his talk, told reporters that he believes an overseas institutional drive should point up the contributions made by drug companies. He warned against "waving the American flag." #

Westinghouse Names Two

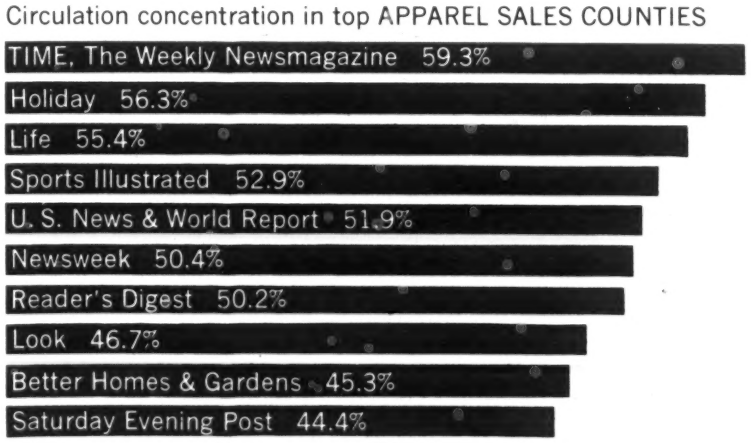
Westinghouse Electric Corp., Pittsburgh, has appointed Jack A. Cunningham assistant to the director of advertising. J. R. Mobley, formerly advertising representative for the company's electric utility industry and atomic power departments, has been named to succeed Mr. Cunningham as manager of electric utility products advertising.

Zubrow Adds Account

La Societe Tuniso Americaine D'Expansion Commerciale, a joint Tunisian-American organization, has appointed S. E. Zubrow Co., Philadelphia, to handle a campaign in the U.S. for Tunisian produced olive oil. National marketing of the olive oil, which will bear the Tunisia brand name, will begin sometime in early summer.

TIME is the shape of the apparel market

Circulation concentration in top APPAREL SALES COUNTIES



Sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports. TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Newsweek (3/23/59) • Reader's Digest (April 1959) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

Just 100 of America's 3,070 counties ring up 62% of all retail apparel sales. In these top markets, TIME concentrates more of its circulation than does any other magazine of over half a million. TIME readers are the on-the-way-up young style-makers who set brisk new buying trends. With incomes more than double the national average, they're well able to buy better and buy more.

TIME

TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES

Sponsors Kid Selves, Ads in New Radio Spots

By Ramona Bechtos

NEW YORK, April 18—Timely topics, alliteration and more humor than ever are some of the tricks being used by radio advertisers to beguile listeners into buying their products.

Many of the laughs seem to be at the expense of commercials themselves, as they give the audience a peak behind the scenes at an ad agency or radio station. A series of such radio spots has been developed by Campbell-Ewald for Chevrolet. The auto maker has been sprinkling its radio schedule on CBS and NBC in a heavy spot push with a number of amusing ads during the past three months. A typical example:

Voice 1: Hey, George, I can't find the Chevrolet record.

Voice 2: The one we're supposed to play now?

Voice 1: Yeah. The one with all that singing about all the different models at your Chevrolet dealer.

Voice 2: And how your Chevrolet dealer is a one-spot shopping center for a new car?

Voice 1: Yeah.

Voice 2: Well, isn't it in the pile over there?

Voice 1: Is this it?

Voice 2: No, that's the one that tells all about the Chevy Impala. . .

Voice 1: Oh, here, this one?

Voice 2: No, that's the one that has all the dope about the Chevy Biscaynes . . .

Voice 1: How about this one?

Voice 2: No. That's the Bel Air jingle . . .

Voice 1: Gee. What are we going to do?

Voice 2: What can we do? [assuming tone of announcer] Ladies and gentlemen, we regret the commercial originally scheduled for this time will not be heard. And we suggest you see your local Chevrolet dealer for the most complete selection of new car models in town. In the meantime, we bring you an interlude of organ music. [Music is Chevrolet's "See the U.S.A." theme.]

Voice 1: [over the music] I found it.

Voice 2: It's too late now.

■ Another company, V. La Rosa & Sons, takes its listeners to a typical recording session. This week, La Rosa, through Hicks & Greist, began running a series of five one-minute spots on about 40 stations in 22 markets. The 10-week schedules include from 70 to 80 spots per week per market, based on a "Kissed in the Kitchen" theme. One commercial begins this way:

Engineer: Ready to record for La Rosa, sir?

La Rosa man: Yes.

Engineer: Okay, La Rosa Elbows, take one.

La Rosa Man: When was the last time you were kissed in the kitchen? Try serving La Rosa elbow macaro—

Director: Hold it. Remember, women listeners must feel they will get a kiss. Okay, try it again . . .

La Rosa Man: When was the last time you were kissed—

Director: Cut. You're not putting anything into it. Taste this. Let's hope it inspires you.

La Rosa Man: [eating] MMM, La Rosa elbows, very good.

Director: That's the same macaroni casserole that's in the script. Take it from the top . . .

Then the La Rosa Man delivers the commercial message with much feeling, and the director asks, "Engineer, how was the sound?" The engineer responds, "Delicious."

■ General Mills has adopted a new light approach for Cheerios in schedules which started last month on NBC's "Monitor" and in spots in about ten major markets. The wit of Stan Freberg is used in a series of six one-minute and 30-second ads. One spot chuckles at the company's kiddie-aimed cereal packaging:

Customer: Don't you have any boxes of Cheerios without all this "free moon rocket" jazz on the package?

Clerk: No, but that's just for the kids, anyhow.

Customer: I know, but I'm not a kid, I'm an adult. Why do I have to look at all that stuff on the box while I'm eating my Cheerios?

Clerk: Well, what do you suggest?

Customer: Why doesn't General Mills make two boxes; one for kids and one for adults?

Clerk: No, they'd have to retool all the machinery. Keep two separate inventories—

Customer: Well, let 'em.

Clerk: I mean they'd have to raise the price of the cereal to compensate for the increased production cost.

Customer: That's all right. If I like Cheerios, I like Cheerios. What do I care what they cost?

Clerk: No, no, it's just too impractical, sir.

Customer: Yeah, well okay. Meanwhile, I don't want any moon rockets.

Clerk: All right, look, I'll just open the box and pour the Cheerios into a plain brown paper bag for you, okay?

Customer: [as clerk empties Cheerios box] Let's see . . . Insert flap "A" into nose cone "B." Then fold on dotted line "C." Hmmm,

Each dollar you invest in the Digest lets you *double your*

582 per dollar in Digest

245 per dollar in Look

240 per dollar in Life

230 per dollar in Post

that doesn't sound too difficult.

■ Another Freberg commercial has a General Mills spy uncovered in a supermarket. In one 30-second spot in which the director aims for an economy of words, a chorus finally sings out simply, "Cheerios, Cheerios, Cheerios." When asked if that is satisfactory, the director says, "Yeah, because, I tell you, we're thinking of using billboards instead of radio anyhow."

Several of the Cheerios ads, produced by Dancer-Fitzgerald-Sample, explain that the cereal is "O" shaped "For perfect toasting all around." One has an enthusiastic consumer who says he dunks them in his coffee as doughnuts or seasons them and eats them like popcorn because of their flavor.

Still other Cheerio commercials are delivered by Bing Crosby and Rosemary Clooney, who chat about the product's "grown-up flavor for a real adult breakfast" on their CBS show.

■ Riedl & Freede kicked off a 45-market campaign for Glamorene products last week with commercials which poke fun at some over-worked formulas used by radio advertisers. Various ads kid the over-use of jingles, humor, sound-effects and testimonials. Another spot has a child who keeps interrupting the announcer with, "Everybody knows nowadays a commercial's not a commercial without a lovable, little kid."

Another sponsor, Monarch Wine Co., borrowed some colorful phrases from the hipsters to extol its new wine, Mighty Like a Rose. Grant Advertising introduced the product in New York last month on WINS and WLIB. One swinging spot starts:

Voice 1: Man, the cats all tell me you've been up to the moon . . .

Voice 2: I've been up to the moon, and I've been to Mars—and I made me some stops on some other stars.

Voice 1: So what's the news, man, from them far-out joes?

Voice 2: It's like, man, they got a wine they call Mighty Like a Rose. And it's Mighty Like a Rose that puts a beam on the moon and the twinkle in the stars and the power in Mars. . . .

Voice 1: Dad, Mighty Like a Rose didn't come from outer space, like you'll find that wine most every place. . . .

■ Pharmaco, deciding where there's acid indigestion there's fire, is running a series on CBS and Mutual in which the fire department is called to the scene. Midst the sound of fire engines, one commercial begins:

Fireman: Where's the fire?

Man: [painfully] Me.

Fireman: You?

Man: Yeah, I'm burning up with

(Continued on Page 36)

chances-to-sell washing machines

Appliance marketers use Reader's Digest to reach their best prospects millions of extra times

Every time an advertisement is looked at, it has a *chance-to-sell*. And there are huge differences in the numbers of *chances-to-sell* that an ad gets in leading magazines, according to nationwide research by Alfred Politz. For example, note the typical two-to-one spread in *chances-to-sell* to people in families which have bought automatic washing machines recently:

In the Digest	25,327,000
In Look	10,234,000
In Life	11,278,000
In the Post	10,179,000

The number of *chances-to-sell* to these prospects that you get *per dollar* with a 4-color page is illustrated at the left.

And Digest readers are *top-quality prospects* for all major appliances

A typical Digest issue is read by:

- About 40% of the people in the upper-income third of the country.
- Nearly a third of all the people in homes that own clothes dryers or freezers.
- 40% of the people in homes that have room air conditioners.

Whatever product you market, be sure you know your *chances-to-sell* to your own *best prospects*.

What about TV? Because TV audiences have not been measured accurately for proven prospects for specific kinds of products, comparisons must be based on *chances-to-sell* to the *entire* audience. On this basis, a 4-color Digest page gives you 60,947,000 *chances-to-sell*, or 1401 per dollar. TV provides only 17,419,000, or 613 per dollar (with a commercial minute on the average nighttime network TV program).

"Double your chances-to-sell"

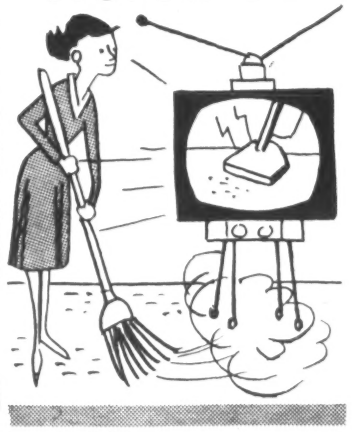
Tappan knows the Digest's extra *chances-to-sell* get *results!*

During a sales decline of 10-12% in the kitchen range field, Tappan added the Digest to its schedule and reported: "Our sales hit an all-time high."

People have faith in

Reader's Digest

What they see on WJAC-TV



THEY BUY!

When you advertise your product on WJAC-TV, you can be sure people see it . . . and they'll buy it, too! Both ARB and Nielsen show WJAC-TV to be the number one station in the Johnstown-Altoona market, but statistics don't buy products . . . people do! WJAC-TV clients know that WJAC-TV gets action, turning viewers into buyers. If you're after people . . . purchasing people . . . pick WJAC-TV!

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES

WJAC-TV

JOHNSTOWN · CHANNEL 6

acid indigestion.

Fireman: Well, you don't want the fire department, mister. You want Chooz.

Man: Gesundheit.

Fireman: No, Chooz, c-h-o-o-z, the chewing gum antacid—puts out the fire fast. Here, try one . . .

■ Oklahoma Oil Co. got a lot of mileage out of its award-winning "Tiger in Your Tank" theme. In addition to its use on tv, Needham, Louis & Brorby adapted the theme in 25 various radio commercials. One with the jingle: "Oklahoma, I said Oklahoma will put a tiger in your tank, and your motor will purrr with perrrfect performance when you switch to Oklahoma Hi-Q gasoline. Your motor will purrr, and parrrticular people all switch to Oklahoma Hi-Q gasolines."

■ Grey Advertising Agency has been rousing listeners with its "water-wetter" ads for Mennen's Sof'Stroke ads on NBS's "Monitor" and Mutual, as well as in spots. One in a series of three versions aired since early March begins:

Girl: My darling, your face feels so smooth against my hand.

Man: Because the water-wetter makes wetter water.

Girl: Stop babbling, my foolish one.

Man: I meant that the new instant shave cream—Mennen Sof'-Stroke—has a special wetting agent called a water-wetter to shave me better.

Girl: Oh, clear your mind, my love.

Man: Sof'Stroke gives my beard a second soak. That's how the water-wetter shaves me better.

Girl: Water-wetter. Wetter water. Oh, my darling, you do need someone who understands you. #

FREE CRAYONS!

CRAYONS are a 'natural' as a give away or a self-liquidating premium. All children love to color, especially with these low cost, quality non-toxic crayons. We'll imprint your firm name on the crayon boxes.

Write Dept. 'A-2' on your letterhead for FREE Samples and details.

ADVANCE CRAYON & COLOR CORP.
136 Middleton St. • B'klyn 6, N. Y.

Ashworth Named President

Maynard R. Ashworth, publisher of the *Ledger* and *Enquirer*, Columbus, Ga., has been named president of the R. W. Page Corp. publisher of the *Columbus Ledger* and *Enquirer* and the *Herald*, Bradenton, Fla. At the same time, W. E. Page, publisher of the *Bradenton Herald*, has been named president of the Bradenton Herald Co., succeeding the late Alvah H. Chapman. Mr. Page will continue as publisher of the *Bradenton Herald*.

LITTLE PACKS—*Following the success of its "trick or treat" promotion featuring little packs of raisins last Hallowe'en, the California Raisin Advisory Board, Fresno, Cal., will use point of purchase displays to promote the little packs as a "picnic pick-up" for quick energy for campers, hikers, etc. J. Walter Thompson Co., San Francisco, the board's agency, prepared the material.*

Agency Exec Airs Views on Selling to 'WSJ' Salesmen

CHICAGO, April 18—Because the advertising budget has become an increasingly larger item on the company balance sheet, the president of the company is becoming more and more the man to be persuaded to use a particular medium. The need of the media representative to take the president into account was emphasized last week by David H. Echols, vp and manager of the Chicago office of Fuller & Smith & Ross, in a luncheon talk to the 12th annual meeting of space representatives of the *Wall Street Journal*.

■ More than 70 space salesmen of the *Wall Street Journal* congregated at the week-long meeting, which began the evening of April 10, including representatives from the London and Frankfurt offices. In past years, the meeting has been held in New York; it was moved to Chicago for the first time this year.

A series of seminars during the week reviewed latest developments in space selling, merchandising for advertisers, etc., and offered the salesmen an opportunity to exchange views and new ideas on selling techniques. #

Leslie Salt Sets Drive for 1st New Product in 50 Years

A western regional advertising campaign involving both consumer and grocery trade publications will be launched by Leslie Salt Co., San Francisco, early in May to introduce the company's first new product in 50 years. The new line consists of four seasoning salts, Leslie garlic, celery, onion and all-purpose salts. The grocery trade learned of the new Leslie line through a series of four-color laminated foil insert ads in 11 trade magazines; the consumer campaign begins May 3.

Prepared by Dancer-Fitzgerald-Sample, the consumer ads will be large space two-color insertions in 21 daily newspapers in ten western states, Alaska and Hawaii. In addition, two-color pages will be used May 7, June 4, July 2 and Aug. 6 in the Sunday supplement sections of the *San Francisco Chronicle*, the *Los Angeles Times* and the *Seattle Times*.

CBS Radio Adds 3 Stations

CBS Radio has added three new affiliates. They are KCIJ, Shreveport, La., and WLEU, Erie, Pa., both former independents, and WEMJ, Laconia, N. H., a new station.

What values help sell business publications?

If you're looking at it from the viewpoint of a potential subscriber, you're interested in the value that the editorial content holds for you. It has to match your job interests . . . help you solve the day-to-day problems you meet . . . compel your continuing attention.

Without this, a business publication has no real value-in-use to you. You don't particularly want to read it, let alone pay for it.

As an advertiser, on the other hand, you must view it from a different angle. Editorial content is still important; it is a prerequisite to readership, as contrasted to receivership. But what you really want to know is: "Who are these people?" "How many?" "Do they really want the publication?"

McGraw-Hill has always believed that its paid circulation policies give positive answers to both viewpoints. To put it in the language of those of our subscribers who are engineers, paid circulation is like a closed loop system.

If we offer editorial content worthy of being sold, businessmen will pay for this service. They, in turn, make up an alert, interested audience . . . a market place of value to advertisers. Advertising dollars complete the cycle, give us the sales margin to plow back into continuing editorial improvement that satisfies present subscribers and attracts new ones.

To us, payment for our products represents the natural and normal way of doing business. Our subscriber-customers pay over $6,000,000 annually to read our publications. They are literally paying to reach you when you advertise in our pages.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING CO., INC.
330 WEST 42nd STREET, NEW YORK 36

More than a million key men in business and industry pay to read McGraw-Hill publications.

"Far better than the minting
Of a gold crowned king
Is the safe kept memory
Of a lovely thing."

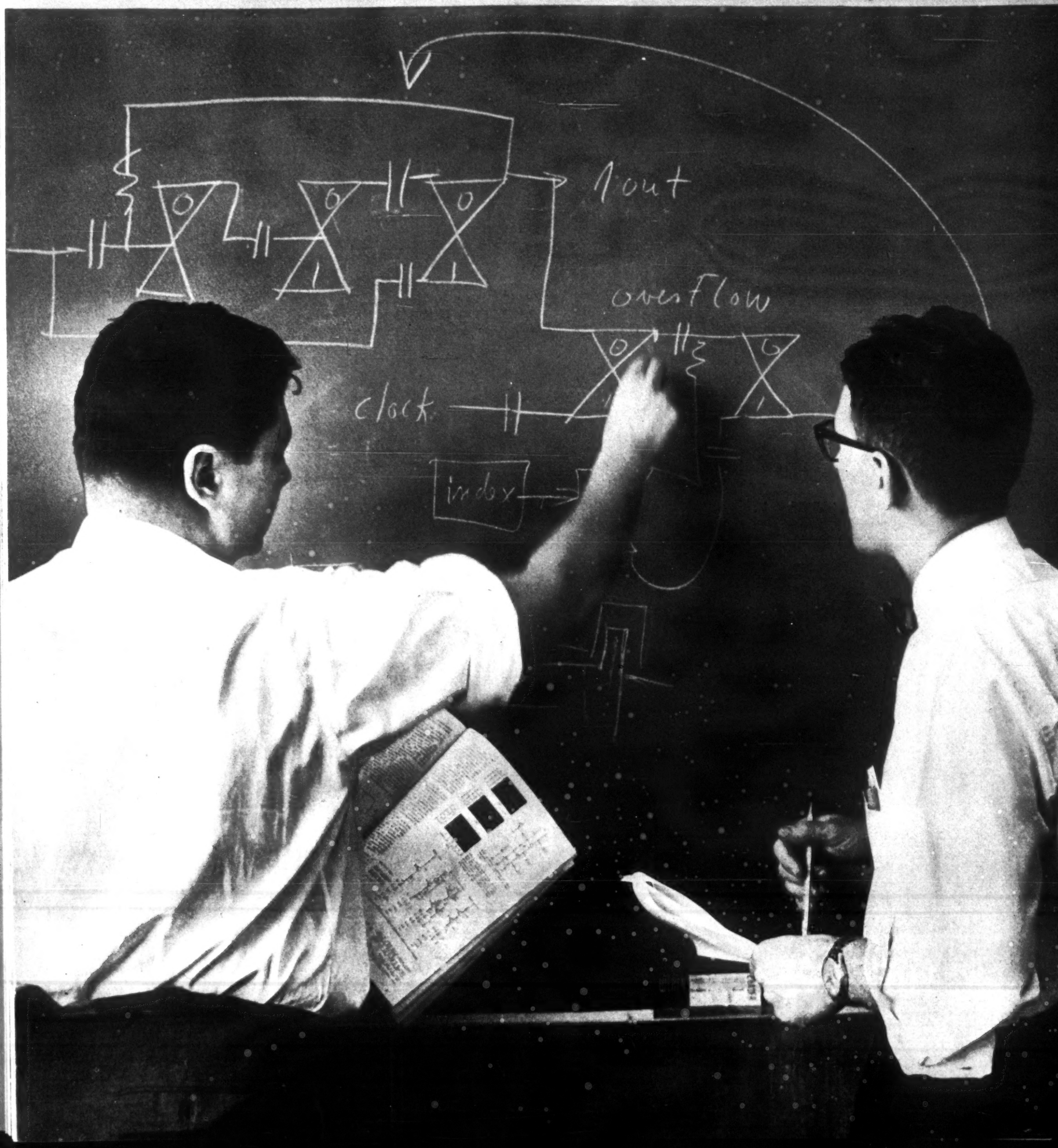
SARA TEASDALE

Superior photoengraving and offset platemaking add the quality touch to your finest printing.

SUPERIOR ENGRAVING CO.
215 West Superior Street
Chicago 10, Illinois
SUperior 7-7070

Chicago's Foremost Photoengraving and Offset Platemaking Plant.

A product can only be sold successfully in proportion to the value it provides. McGraw-Hill publications are selected and bought by over a million key men in business and industry who want the best in editorial service.



NOW! a complete MEDIA - MARKET - PRODUCT TESTING SERVICE...

USE WORKMAN'S MARKET-MEDIA DATA BANK More than a half-million IBM cards containing county level magazine, newspaper coverage and market data provide information fast—tailored to your needs, and at cost of *tabulation* ONLY.

WORKMAN RESEARCH

offers complete facilities and services with which to assist you at every stage of planning and executing complete, economical research projects and programs.

DESIGN · SAMPLING · CODING · TABULATING · PRESENTATION

At every step in MEDIA • MARKET • PRODUCT research, there's a Workman man to help you.

NEW YORK CHICAGO—WH 4-6255 LOS ANGELES

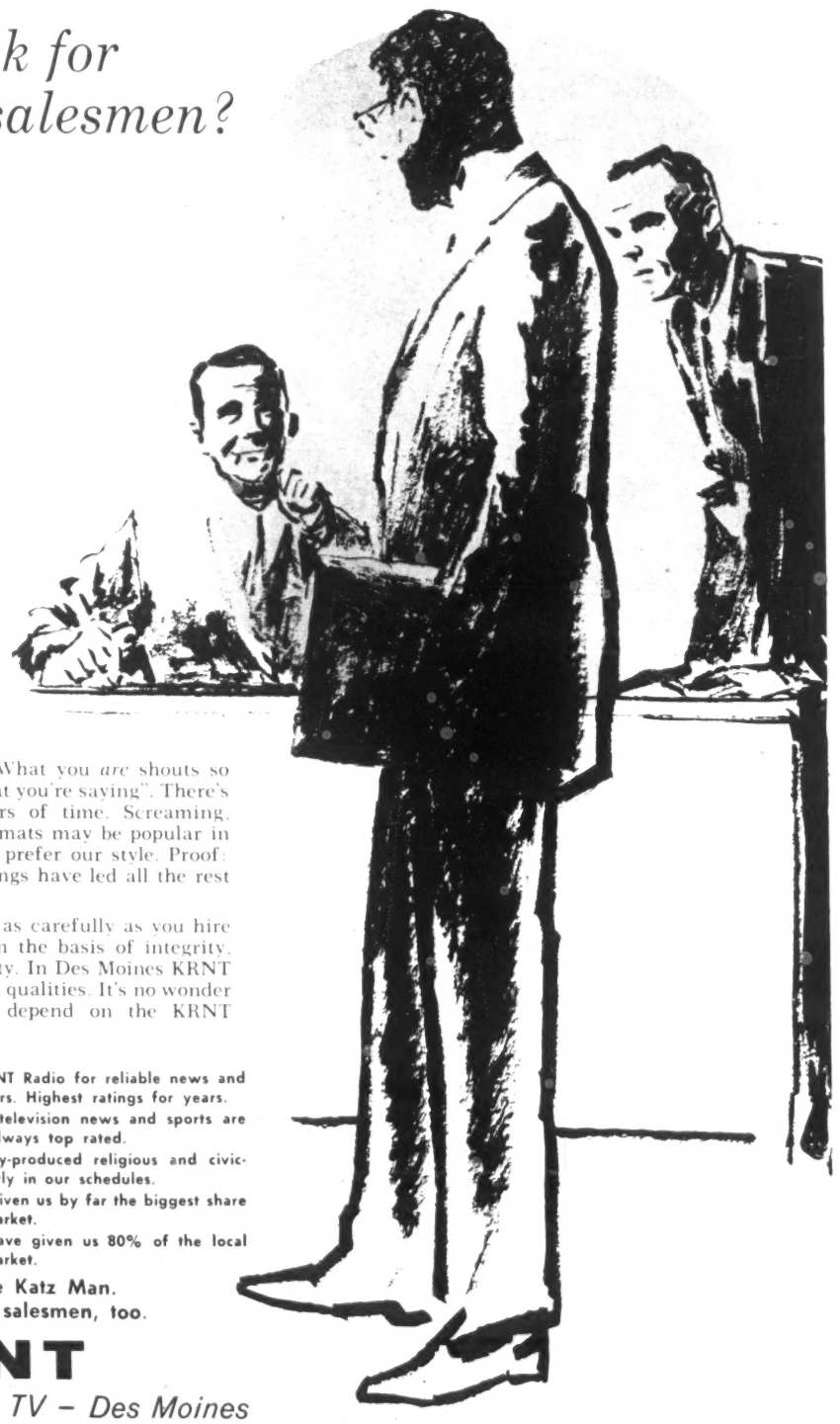
BIG SLICE—*This is one of five new spectacular Betty Crocker designs being displayed in the Twin Cities and Milwaukee markets by General Mills. Batten, Barton, Durstine & Osborn is the agency.*

'N.Y. Times' Names Donlon

Paul Donlon, most recently with the *New York Times* sales staff, has been appointed manager of the newspaper's Toronto advertising office. He succeeds John Marley, who resigned to join James Lovick & Co. Ltd., Toronto.

what qualities...

do you look for in hiring salesmen?



A wise man once said "What you *are* shouts so loud that I can't hear what you're saying". There's a moral there for buyers of time. Screaming, shouting, sensational formats may be popular in some places, but Iowans prefer our style. Proof: our news and sports ratings have led all the rest for years and years.

Choose your station just as carefully as you hire your own salesmen — on the basis of integrity, stability and responsibility. In Des Moines KRNT and KRNT-TV have these qualities. It's no wonder Iowans believe in and depend on the KRNT Stations.

- People have been dialing KRNT Radio for reliable news and sports information for 26 years. Highest ratings for years.
- ARB and Nielsen prove our television news and sports are also the "preferred ones". Always top rated.
- The community knows locally-produced religious and civic-minded shows appear regularly in our schedules.
- Local radio advertisers have given us by far the biggest share of business in a six-station market.
- Local television advertisers have given us 80% of the local business in a three-station market.

Check our ratings with the Katz Man. He can help you hire our salesmen, too.

KRNT

Radio and TV – Des Moines

An Operation of Cowles Magazines and Broadcasting, Inc.

McCleery Urges TV Stations to Create Style in Programs

PITTSBURGH, April 18—Albert McCleery, veteran tv producer, last week issued a challenge to television stations to lead the industry by creating style in their programs.

Mr. McCleery was a speaker at the annual Public Service Conference sponsored by Westinghouse Broadcasting Co. Some 400 broadcasters, educators, and advertisers attended the four-day meeting.

"Rise, affiliates," Mr. McCleery urged, "you have nothing to lose but your networks. No industry has gotten old fashioned so fast. You can't do this and you can't do that. Engineers blame it on the producers and producers blame it on the engineers.

"You can do anything with that camera," said Mr. McCleery, who is on the CBS staff but without assignment. "It's a most extraordinary instrument, better than Hollywood has. Networks have created a slee', slick Hollywood grayness. You should create style. Don't be afraid of that word and you have a fighting chance."

■ Humorist Sam Levenson criticized the people with heavy black pencils for over-protecting audiences and preventing performers from reaching their full potential on television. He urged business to give sponsorship support to educational fare and broadcasters to accept their responsibility to provide cultural programming.

Consensus of a panel on programming was that public affairs shows are fine but that tv entertainment programming was at a low level. The question as to why brought varied responses.

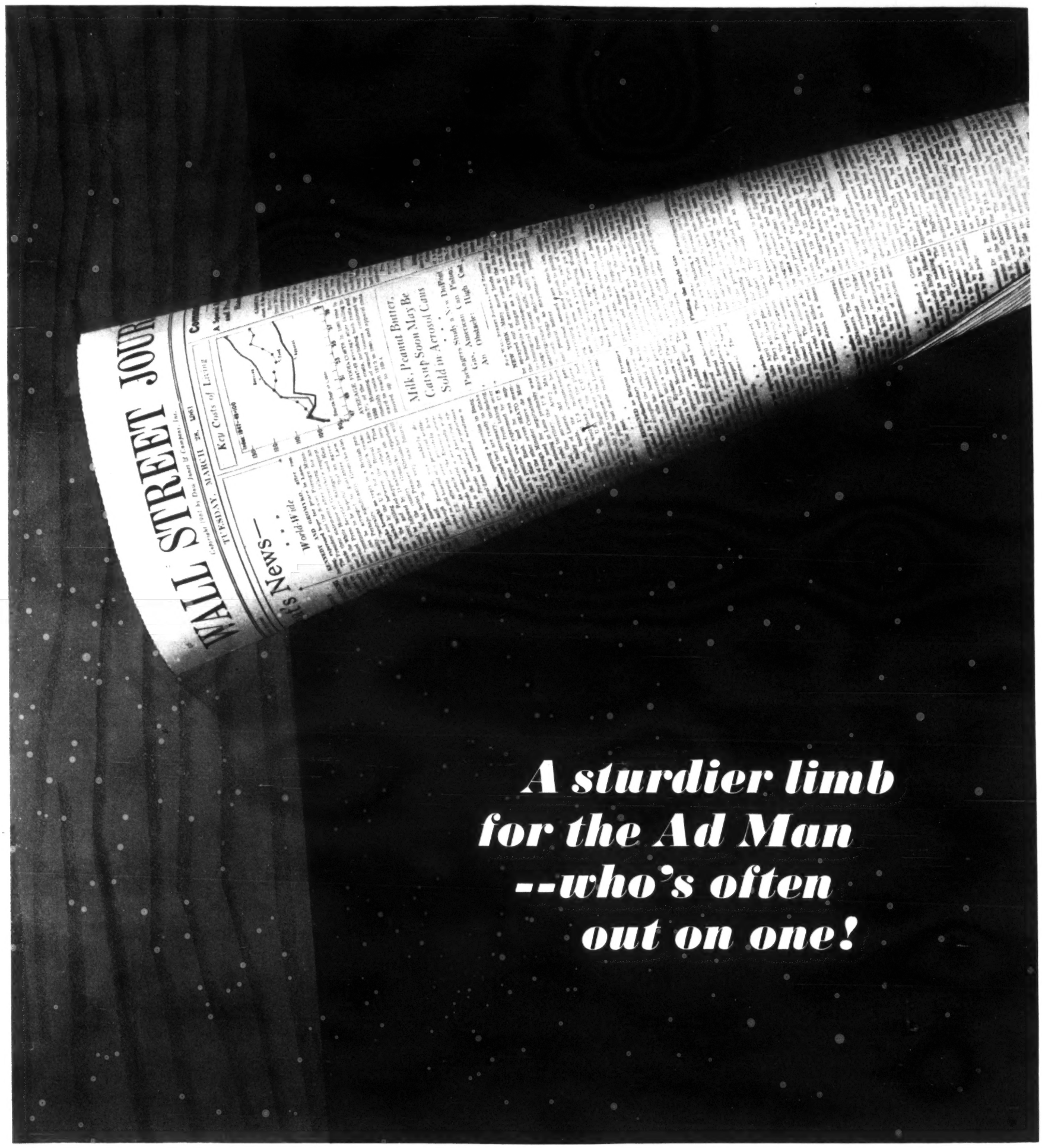
Tv-Broadway producer Fred Coe complained that "tv has taken the show out of show business." The *Reporter's* critic, Marya Mannes, said the networks have been captivated by the fallacy of "giving the people what they want," when they should be one step ahead of the masses.

■ Garry Moore was glum: "There's very little culture and no democracy in my end of the business. Programs are being produced solely by the programming boards of the three networks. Tv is in the doldrums because of economic factors."

Oscar Katz, programming chief at CBS, where Mr. Moore works, maintained: "If we try to force people to watch certain tv shows, we'll have a cultural oligarchy." Henry Schachte, exec vp of Lever Bros., was willing to leave it to the broadcasters to "obey their consciences and do what they can to improve television." #

Reach, McClinton Names Two

William V. Linn, formerly with McCann-Erickson, has joined Reach-McClinton & Co., New York, as an acount executive on Tenneco Oil. Reach, McClinton also has named Thomas S. Jennings, formerly with Warwick & Legler, a print buyer.



A sturdier limb for the Ad Man --who's often out on one!

1961 YEAR FOR PRECISION SELLING

Until media selection becomes an exact science, the ad man's recommendation is a demonstration of his judgment. Here's one recommendation that can be made with confidence:

Put The Wall Street Journal at the head of the list. It's "the most responsive one." You'll find it dovetails with just about every advertising target the business advertiser is shooting for.

First, there is big national circulation (well over 750,000) . . . and available also in regional segments that can be accommodated to almost every marketing strategy. Second, it's a business-minded market, uninterruptedly in tune with constant business activity—fat-free and packed solid with continuous buying power. And these prime prospects have already decided that business news on a *daily* basis is what they *really* need to get, and stay, ahead. Third, The Journal works on the sales staff, distributors, wholesalers and retailers while it draws response, inquiries and live leads from the buying-est business audience ever assembled by a single publication.

What's more, the advertiser knows all this—first-hand! Because, you see, key executives everywhere rate The Wall Street Journal as "The Most Useful One." Its attraction is especially magnetic because "How's Business?" is a *daily* question.

Why? *Every business day the news that changes business does change . . . and* The Wall Street Journal is the Only National Business Daily.

THE WALL STREET JOURNAL

Published at: New York, Washington, D.C., and Chicopee Falls, Mass.
• Chicago and Cleveland • Dallas • San Francisco

. . . and big, new Riverside (Calif.) plant now under way.

Martin Opens in Ohio

B. J. Martin Co., Chicago, has opened an advertising sales office for *Electrified Industry* and *Today's Business* for western Pennsylvania, West Virginia, Ohio, Michigan, Indiana and Kentucky at 35-41 N. Main St., Chagrin Falls, O. Gordon S. Garrett, formerly an editor, will be in charge as central manager. The company has also moved the eastern office, headed by Michael I. O'Connell, to 43 W. Front St., Red Bank, N.J., from West Nyack, N. Y.

ENVOY

steakhouse restaurant

Brand the steak of your choice
Lexington at 41st · YU 6-9155
free parking for dinner

Bachrach Names Miss Murphy

Margaret Murphy, formerly with Prudential Insurance Co. as assistant to the pr director of its northeastern home office, has been appointed director of pr and advertising of Bachrach Studios, New York, photographer. She succeeds Priscilla Gough, who is retiring after 23 years in the post.

Stanley Tools Moves Wheeler

C. Frederick Wheeler, formerly marketing manager of the Stanley tools division of Stanley Works, New Britain, Conn., has been appointed marketing manager of the Stanley hardware division.

Those Westerners Sure Are Buyers, 'Sunset' Reports

NEW YORK, April 18—There's nothing like the West, or the westerners.

That's the tenor of a new slide-film presentation by *Sunset Magazine* called "How to Talk to Westerners Person to Person," which includes some facts like these:

- While the rest of the country was increasing 15% in population from 1950 to 1960, the seven western states and Hawaii increased 39%.
- On a per capita basis westerners buy 20% more automobiles, 23% more compacts and 112% more imported cars.
- On a per capita basis they consume 81% more frozen foods, 25% more wine, 218% more olives, and 46% more salad oils.
- On a per capita basis they buy 23% more paper products, 10% more aluminum foil, 21% more cake mix, 28% more dry dog food, 116% more new homes, 46% more dishwashers, 22% more freezers and 55% more gardening supplies.
- They travel—on a per capita basis they apply for 52% more passports and use 53% more photographic supplies. They earn 14% more than other Americans.

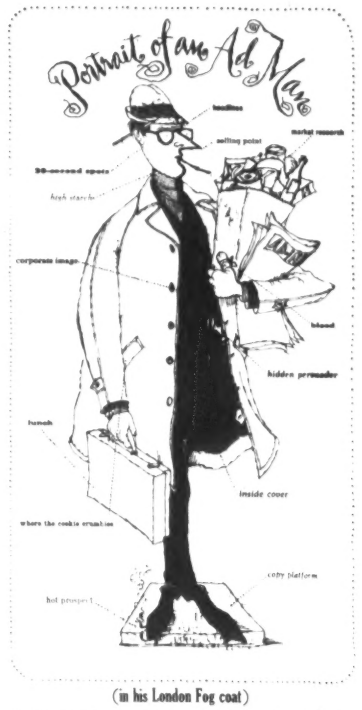
The presentation laid heavy emphasis on the fact that *Sunset* is the only major service magazine published in the West, and stressed its three editions are localized for geographical and climatic reasons. #

'Harper's Bazaar' Boosts Rate

Harper's Bazaar will raise its one-time b&w page rate from $4,050 to $4,150 with its October issue. The magazine also announced a new rate base of 400,000, up 20,000.

Everett-Bennett Moves

Everett-Bennett Advertising, New York fashion agency, has moved to 422 Madison Ave.



(in his London Fog coat)

The coat—DUNDALK Wash 'n wear (65% Dacron, 35% cotton) with luxurious zip-in pile lining. 3rd Barrier construction for assured rain protection. About fifty dollars. It's a Maincoat® by LONDON FOG

SATIRIC—*Londontown Mfg. Co. will promote its London Fog rainwear in magazines this fall via stylized cartoons gibing the "Typical Ad Man," "Typical Suburban Housewife," "Typical Egg Head," etc. Daniel & Charles is the agency.*

United Air Lines Maps Drive Telling Merger with Capital

CHICAGO, April 18—United Air Lines is expected to launch a heavy advertising barrage to announce its contemplated merger with Capital Airlines.

United has to withhold its merger ads while the Civil Aeronautics Board—which approved the acquisition a week ago—gives other airlines a chance to protest the decision. If no hitches develop, the merger is expected to take effect about June 1.

When Capital goes out of existence and its routes are taken over by United, Kenyon & Eckhardt will lose an estimated $1,500,000 billings in Capital business. Advertising for United—considered to be about a $4,000,000 advertiser—is handled by N. W. Ayer & Son in Chicago.

■ John Clampitt, director of advertising of United, said newspapers, radio and some tv will be used to announce the merger. Where Capital has good broadcast commitments, those will also be utilized.

United, primarily an east-west carrier, will have to introduce itself to many of the southeastern markets served by Capital. #

Mutual Adds 12 Affiliates

Mutual Broadcasting System, New York, has added 12 new affiliates, all former independents. They are KRKS, Ridgecrest, Cal.; KRVC, Ashland, Ore.; KEPR, Kennewick, Wash.; KSSS, Colorado Springs, and KDZA, Pueblo, Colo.; KMNS, Sioux City, Ia.; WABT, Tuskegee, Ala.; WKTG, Thomasville, Ga.; WDIX, Orangeburg, S.C.; WLAF, Lafollette, Tenn.; KFNV, Ferriday, La.; and WJAN, Ishpeming, Mich.

Murray, Larson Join Chase

Robert E. Murray Jr., formerly account executive with Ridgeway-Hirsch Advertising, has joined Barnes Chase Co., San Diego, in a similar capacity. E. Neil Larson, previously supervisor of public relations and advertising of Solar Aircraft Co., San Diego, has joined Barnes Chase as assistant account executive.

To SELL LIQUOR IN TEXAS

PUT YOUR MONEY WHERE THE MARKET IS!

There's no need to waste one dollar of your advertising budget to reach the buying influence in Texas' liquor market! Here's why —

Of Texas' 49 *wholesale liquor distributor houses*, 36 are in the TNG cities. Ten of the remaining 13 are branches of firms headquartering in the seven cities. Texas *retail liquor* chains with 5 or more outlets maintain a total of 162 stores. Only *one* chain with five retail stores, does not headquarter in one of these cities!

The *influence area* of Texas revolves on the seven cities of the Texas Newspaper Group covering 75% of the buying power of Texas! Business begins in the TNG cities — spreads out to dominate the spending pattern of a region.
For "liquor," substitute any product or service, and your answer's the same — Texas Newspaper Group. *Seven powerful newspapers speak, to sell for you — with 1,068,855 daily circulation, and discounts to 23%.*

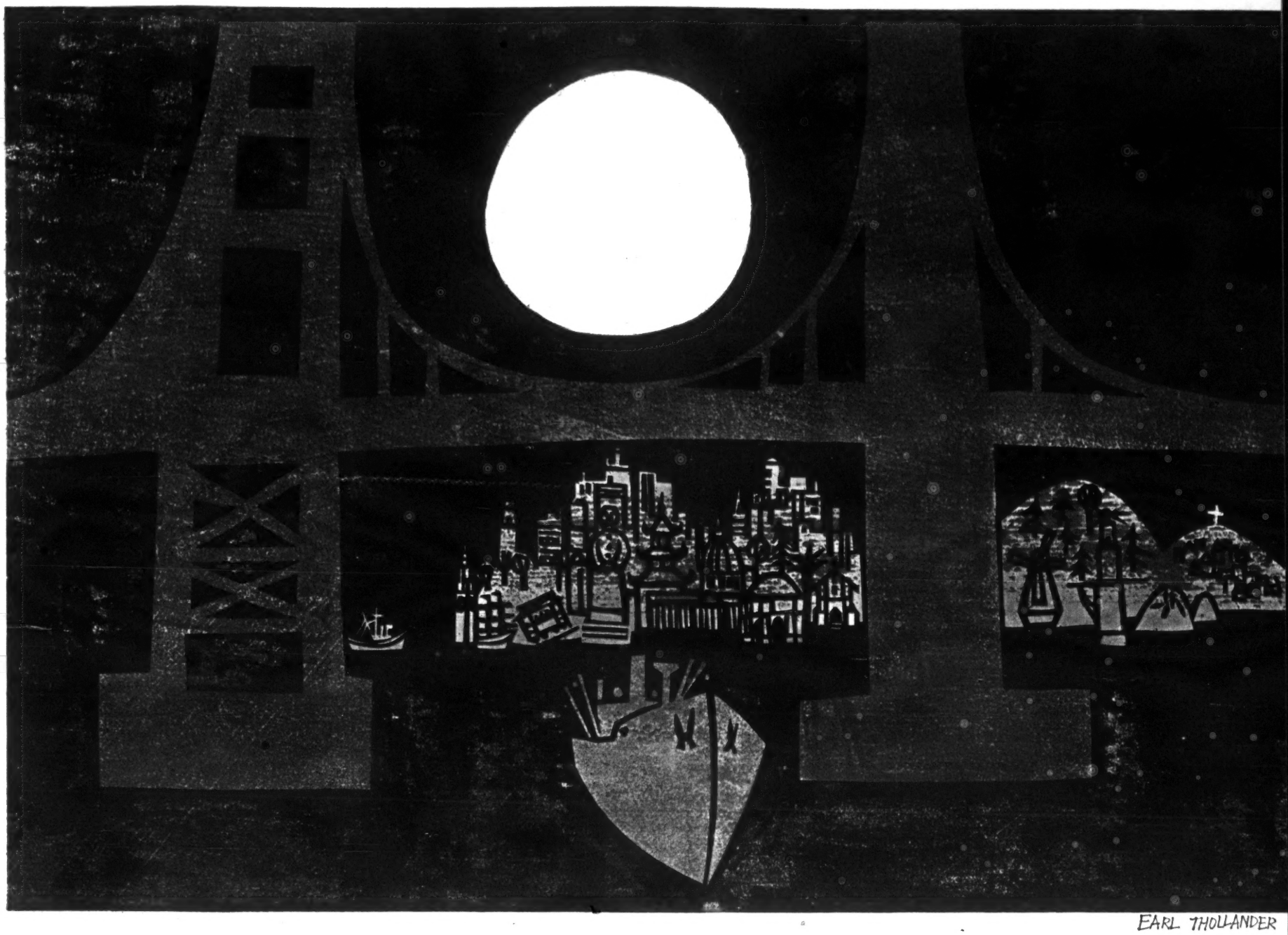
★ BEAUMONT ENTERPRISE AND JOURNAL
★ CORPUS CHRISTI CALLER AND TIMES*
★ DALLAS TIMES HERALD
★ EL PASO TIMES AND HERALD POST*
★ FORT WORTH STAR-TELEGRAM
★ HOUSTON CHRONICLE
★ SAN ANTONIO EXPRESS AND NEWS

*(Optional)

The TEXAS GROUP

Represented nationally by The Branham Company.

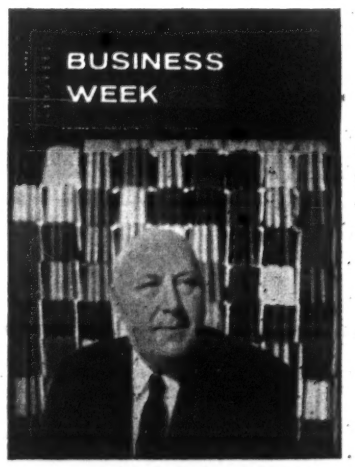
A lithographed reproduction of this woodcut by San Francisco's Earl Thollander, size 22" x 15", is available when requested on your business letterhead.



EARL THOLLANDER

San Francisco . . . City by the Golden Gate

San Francisco . . . throbbing metropolis of the West. What makes it tick? Companies like Standard Oil of California (240 Business Week subscribers), Bank of America (199), Crown-Zellerbach (132), Pacific Gas & Electric (88). In San Francisco, and everywhere in business America, the men who manage companies read Business Week. You advertise in Business Week when you want to influence management men.



A McGraw-Hill Magazine • 330 West 42nd Street, New York 36, N. Y.

IAA Gets Picture of Ad Operations Against Backdrop of Troubled World

(Continued from Page 2)

unfair reporting of conditions in his country.

• This tone was maintained by Andrew Heiskell, board chairman of Time Inc., who has just returned from a trip around the world and who addressed yesterday's luncheon. Mr. Heiskell noted that while economic gains are being made in many parts of the world, there is confusion in the political realm.

Mr. Heiskell cited examples of "irresponsible selfishness" on the part of nations and urged his audience to do something in the way of establishing principles of freedom. "You are all men and women of position and influence," he said. "You make or break various media of communication . . . The time has come for you to stand up and be counted. There may not be another chance."

■ On the more practical side, the IAA delegates heard reports on the development of Common Market areas. Leslie B. Cort, managing director of Colman, Prentis & Varley International, London, outlined the dimensions of the European market. He reported that opportunity in Europe "has never been better," but he also cautioned about the pitfalls.

Mr. Cort said, "No politician, by the stroke of a pen, can unite nations with different backgrounds, traditions, cultures and languages." He noted that in Europe "you have to use at least 10 different languages" and "the smallest countries are not even satisfied with one each." As for advertising services, he offered the following comments:

"There are methods common in Europe, even in larger countries, which are shocking by North American standards. Many agencies struggle to give some kind of indifferent service, after being bargained down, sometimes to as little as 2% commission! Accounts change hands frequently, for reasons of nepotism, or social finesse, regardless of the agencies' expertise. Manufacturers build their own big advertising departments and ask the question, with wide-eyed wonder, when approached by a serious agency: 'What need have I for such a service?' "

■ The importance of the Common Market concept was underlined in the convention's opening luncheon talk, delivered by William E. McKeachie, former president of McCann-Marschalk Co. and former head of McCann-Erickson's London office. Mr. McKeachie noted that plans for common markets are afoot in many areas of the world, notably Latin America. He said that if the Common Market succeeds in Europe, "it will provide the momentum for the other common markets we hope to see develop around the world."

This convention was notable for the upbeat reports from Japan. Mamoru Matsumoto, exec vp, Matsushita Electric Corp. of America, told the meeting that Japan's gross national product has doubled since 1952 and is expected to double again by 1970.

■ In accepting the IAA award as the "man of the year," Hideo Yoshida, president of Dentsu Advertising, reported that Japanese advertising volume reached the $500,000,000 mark in 1960, and he predicted that it would soar to $1.3 billion in the next seven to eight years.

"When this figure is reached," Mr. Yoshida said, "you will find that the country's advertising industry will have undergone a complete change in every phase of its business. We who are engaged in the advertising business in Japan are concentrating our entire efforts in modernizing Japanese advertising in preparation for that day."

■ Hirochika Seki, exec vp of Hakuhodo Inc. and president of the newly formed McCann-Erickson-Hakuhodo agency in Tokyo, also cited Japanese economic gains and reported that surveys taken by his agency have shown an overwhelming acceptance of advertising by Japanese housewives.

All three Japanese speakers made a particular point of noting that Japan is now in the process of liberalizing import restrictions, so that in three years there will be no duty bars on foreign products. They pointed out that this will introduce some stiff competition for Japanese manufacturers.

That perennial IAA issue—the split commission—came in for its usual attention at the congress. Representatives of overseas agencies were as adamant as ever in rejecting the split commission system, pointing out that if U.S. advertisers want good service at the local level they must be prepared to pay the local agency a full commission.

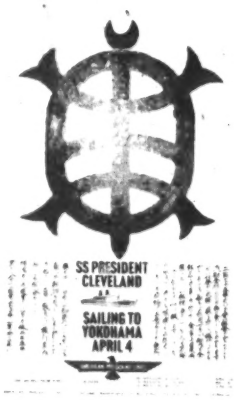
■ Leslie Scott, vp and general manager of Seven-Up Export Corp., insisted throughout a steady rain of searching questions that his company has found that the best method of operating abroad is via different local agencies in each market rather, than via an international agency with branch offices abroad. Mr. Scott said Seven-Up has tried both systems and found its present one more flexible. He pointed out that if an advertiser coordinates its advertising through a big international agency, it must accept that agency's office in each market. In some markets, he said, the agency may have good offices, but in others they may not be so good. Seven-Up's domestic agency is J. Walter Thompson Co.

Alfred di Scipio, vp of International Telephone & Telegraph, said that a truly international company, one that looks upon the entire world as its market, should find it beneficial to work with an advertising agency that has a similar concept about its business. But Mr. di Scipio lamented that there are very few—if any—of these agencies to be found.

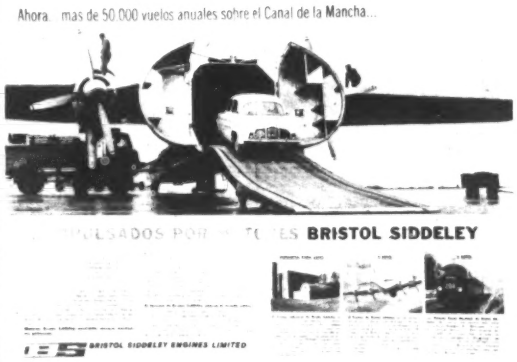
■ Kenneth Spang, vp of First National City Bank, suggested to the delegates that Africa represents a golden opportunity for U.S. companies in particular, because there remains resentment in the area against the old European colonizers. As an example of a shift in the tide, he noted that the independent nation of Ghana has decided to have its cocoa crop financed through New York banks. This, as he pointed out, is a highly significant step and a great victory for the U.S. banks over the British. Ghana is the world's largest cocoa producer. The U.S. has long been the chief consumer of cocoa—but the crop has never been marketed anywhere previously without going through the cocoa exchange in London.

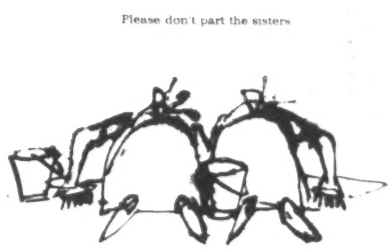
McCANN OFFICES WIN 2 OF 6 IAA AWARDS

NEW YORK, April 19—McCann-Erickson offices won two of the six top prizes in the first international advertising awards competition sponsored by the International Advertising Assn.



WINNERS—*Top prize winner in the first international advertising awards competition sponsored by the International Advertising Assn. were (reading left to right from top): In the automotive category, Esso France (agency, Sodico, the French arm of McCann); consumer, Suchard Argentina (McCann-Erickson); travel, American President Lines (Johnson & Lewis); business, Remington Rand (Doyle Dane Bernbach); corporate, Bristol Siddeley (Young & Rubicam); and Shell Petroleum (Mather & Crowther).*





McCann's French company, Sodico, finished first in the automotive category with its campaign for Esso France, and McCann's Buenos Aires office took the top award in the consumer category with advertising for Suchard Argentina.

■ Doyle Dane Bernbach copped first place in the business category with its new international campaign for Remington Rand typewriters and office equipment.

The three other first place winners were Bristol Siddeley (engines) in the corporate category, with campaign developed by Young & Rubicam, London; Shell International (petroleum) in the industrial category, advertising produced by Mather & Crowther, London; and American President Lines in the travel category, with campaign handled by Johnson & Lewis, San Francisco.

■ Two honorable mentions were awarded in each of the six categories. These winners were:

Automotive—Mobil International (J. Walter Thompson); Ford International (J. Walter Thompson);

Business—Dentsu Advertising (Dentsu Advertising); Carl Gabler Advertising (Carl Gabler Advertising);

Consumer—Northam Warren Corp.'s Odo-ro-no campaign (Adolf Wirz, Zurich); International Standard Brands (J. Walter Thompson);

Corporate—Tokyo Shibaura Electric (Shanshodo); Parke, Davis & Co. (Young & Rubicam);

Industrial—Baldwin-Lima-Hamilton Corp. (Gray & Rogers); Caterpillar Tractor Co. (N. W. Ayer & Son);

Travel—Pan American World Airways (J. Walter Thompson); British Travel & Holiday Assn. (Colman, Prentis & Varley).

Kellogg Boosts Nicolson

W. C. Nicolson, formerly sales manager, has been elected vp in charge of sales of Kellogg Co. of Canada. He has been with the company since 1950.

TOKYO-TO-PARIS—*Hirochika Seki (left), youthful exec vp of Hakuhodo Inc. in Japan, meets at International Advertising Assn. annual congress with Bernard Musnik, head of the New York office of Publicis S.A., Paris.*

Technical to Launch New Quarterly, 'Atomics,' in July

Technical Publishing Co., Barrington, Ill., will launch a new publication, *Atomics*, in July. Initially the magazine will be published on a quarterly basis and the first issue will have a guaranteed circulation of 3,000 copies among utility personnel and engineers in manufacturing industries who have a basic interest in and responsibility for atomic applications. Rate for a one-time b&w page is $315. Second color is an additional $75.

Andrew W. Kramer, a member of the advisory committee on technological information of the U.S. Atomic Energy Commission, has been named editor of the new publication. Actually, *Atomics* has been published in one form or another since September, 1945. Essentially it has been a section in *Power Engineering*, but at one time was issued as a pocket-size monthly magazine.

Barney Joins Saco-Lowell

Allen F. Barney, formerly advertising manager of Warner & Swasey Co.'s textile division, Cleveland, has been appointed director of advertising of the textile, international and replacement parts divisions of Saco-Lowell Shops, Greenville, S.C.

Mendelsohn Joins WABC

Herb Mendelsohn, previously an account executive with WINS, New York, has been appointed sales manager of WABC, New York, replacing Barry Geoghegan, who resigned.

The contents of this box will give you the highest readership you've ever had in the fleet market

what's in the box?

The box contains charts that show the past trends and future patterns of the fleet market. This material is a sample of the most unique analysis of the market... an analysis compiled and edited by Commercial Car Journal. The complete study results will be bound into CCJ's big 50th Anniversary Issue —"The Golden Years of Highway Transportation" Bonus Issue. This issue will contain a Blueprint For Fleet Management for the years ahead. It will help give you, as an advertiser, the highest readership you've ever had.

Your copy of the study, detailing the past, present and future of the industry, will be delivered to you this spring, months before the September publication of this bonus issue. For the first time you'll be equipped to follow —and capitalize on—the fast-developing trends in your industry.

reader interest assured

The study is just one of the many reasons why fleet operators will read—and respond to—CCJ's 50th Anniversary Issue. Article after article by the nation's leading authorities on fleet management are now in preparation. The issue will contain many exclusive features and will be packaged as a lasting addition to fleet reference libraries. Most important, the issue will contain the product advertising of virtually every important producer of equipment, supplies and materials for all of America's top fleets.

Don't miss this unique opportunity to have your product story read—and kept—by all your best customers. Get in touch with your CCJ representative at once. He'll bring your "Folios For Progress" box with him.

COMMERCIAL CAR JOURNAL A Chilton Publication • 56th and Chestnut Streets, Philadelphia 39, Pa.

SALES OFFICES IN: ATLANTA, CHICAGO, CLEVELAND, DALLAS, DETROIT, LOS ANGELES, NEW YORK, PHILADELPHIA, SAN FRANCISCO

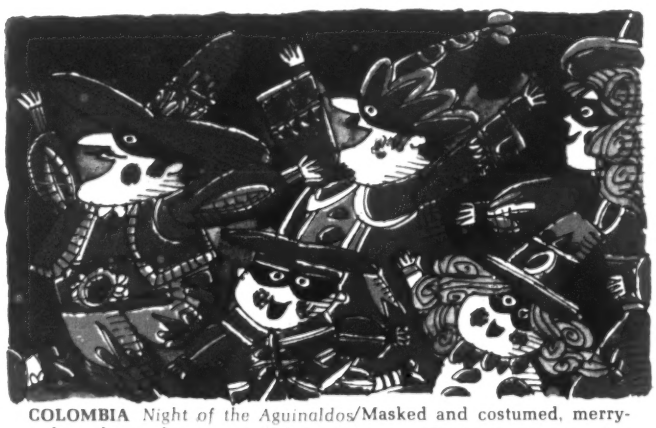
Christmas Customs and Traditions

AUSTRALIA *Carols by Candlelight*/Carrying candles to light their way, hundreds of thousands of people gather each Christmas Eve in the great parks of Australia's major cities. There, in the balmy evening, they join in the singing of favorite carols.

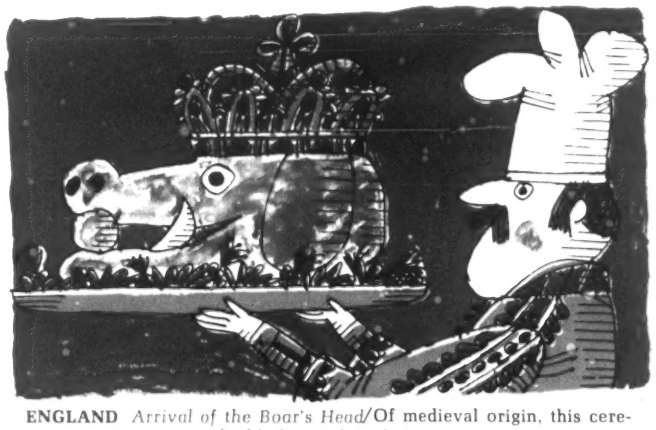
AUSTRIA *Village Caroling*/Beginning with the family living farthest from the village church, torch-bearing carolers form a procession through the village. At each house the procession is joined by all the inhabitants. Eventually, the entire village is part of the procession as it arrives at the church steps.

CANADA *Sinck Tuck*/Among the Eskimos of the far north it is the custom for one village to invite another to a holiday of feasting and revelry. Older than Christmas, but now associated with it, this mid-winter holiday lasts as long as the host village can provide for the feasting and dancing.

CEYLON *Devil Dancers*/In Kandy, Ceylon, a grotesque celebration is held each Christmas Eve. Lanterns, torches, and huge bonfires light up the dark night. Then, as drums beat and fireworks are displayed, a strange Devil Dance is performed.

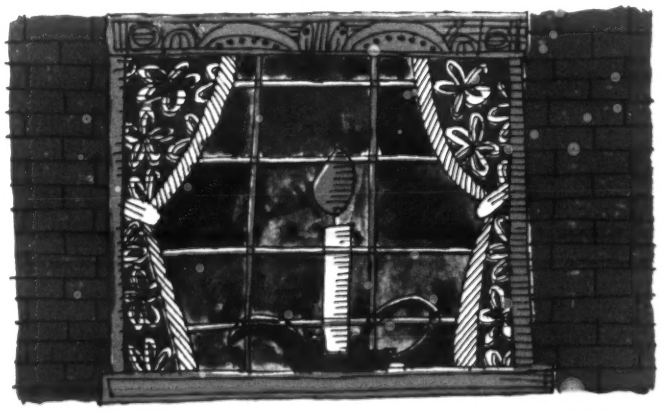


COLOMBIA *Night of the Aguinaldos*/Masked and costumed, merry-makers throng the streets of cities and towns. Each tries to recognize a friend in disguise. When anyone's identity is discovered, an *aguinaldo*, or gift, must be given to the person making the discovery.



ENGLAND *Arrival of the Boar's Head*/Of medieval origin, this ceremony is an imposing highlight of the Christmas dinner. At Queens College, Oxford, the boar's head is still presented in the ancient tradition . . . conveyed to the table on a great platter, escorted by dignitaries and choristers.

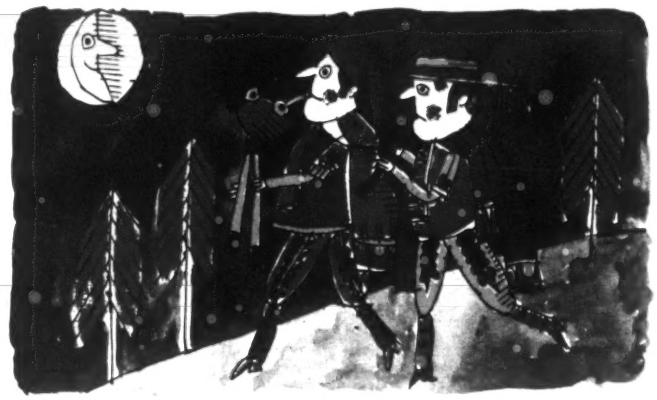
HOLLAND *St. Nicholas Eve*/By custom, on this night children place their wooden shoes in a corner or on a window ledge to await the coming of St. Nicholas. The shoes are filled with hay for his white horse. When the horse eats the hay, it is replaced with goodies for the children.



IRELAND *Lights for Strangers*/The Irish place lighted candles in their windows on Christmas Eve as a guide and an invitation to all who may be looking for shelter. Wanderers are given a meal and lodging, and in the morning sent on their way with a few coins in their pockets.

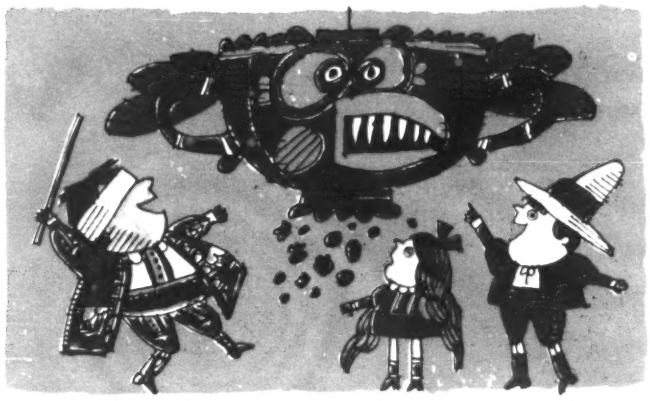
Around The World

A Gallery of Some of the Festive Celebrations of Christmastime by Diverse Folk of Many Lands



ITALY *The Pipers of Rome*/On St. Catherine's Eve (Nov. 25), shepherds from the hills come down to the villages to entertain. They travel from village to village, singing carols. Rewarded for their songs with gifts, they pack them into large leather sacks to be taken back to their families on Christmas Eve.

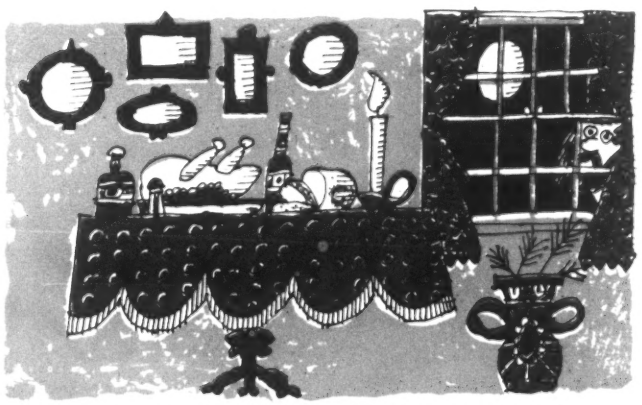
JAPAN *Revelry in Tokyo*/Christmas Eve in Tokyo rivals New Year's Eve in New York. Hundreds of thousands of Japanese revelers jam the downtown streets, milling about and blocking traffic completely. The festive atmosphere continues until late in the evening when the celebrants gradually find their way home.



MEXICO *Breaking the Piñata*/The *piñata* is an earthenware jug filled with fruits, nuts, and candies. Armed with a stick, the blindfolded children try to break it open. When they succeed, all join in the joyous scramble for a share of the sweetmeats that pour out.

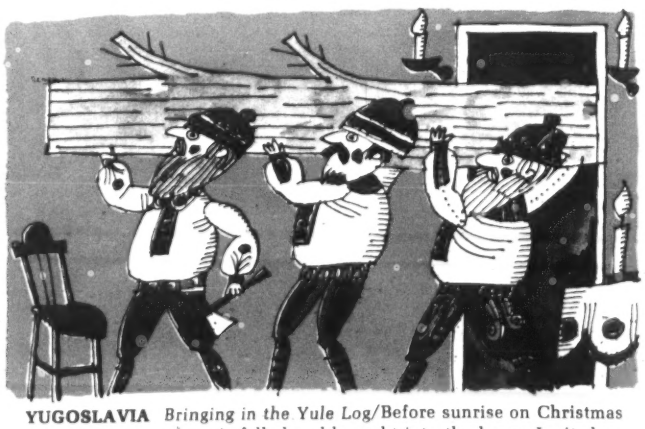
NORWAY *The Julebukk*/During the Christmas season, youngsters dress in fanciful costumes and go from house to house in small groups, asking for handouts of candy and the like, very much as American children do on Halloween.

PHILIPPINES *Lantern Night*/Boys and girls make paper lanterns of different shapes and colors. Lit by candles, the lanterns create a beautiful sight as the children parade up and down the village street to show off their lantern handiwork.



SIBERIA *Cheer for Exiles*/Along the old exile's transit route, the host at Christmas dinners always set aside a portion of each course for "those whom nobody must see." This food was placed on a table by a darkened window so escaped prisoners, traveling by night, could share in the Christmas cheer.

SWITZERLAND *Bell-ringers of Valais*/Mountaineers of the canton of Valais turn the traditional Christmas bell-ringing into a competition. Each village tries to show that it has the most beautiful bells and attempts to outring those of neighboring communities.



YUGOSLAVIA *Bringing in the Yule Log*/Before sunrise on Christmas morning, a young tree is felled and brought into the home. Ignited on the hearth, it is struck sharply with an iron rod, causing sparks to fly up the chimney. Blessings, as numerous as the flying sparks, are called forth by the family.

Illustrations by Lionel Kalish

or How Wise Ad Men Help Their Accounts Celebrate Christmas Today

A well-established Christmas tradition among the advertising fraternity is the featuring of their clients' gift merchandise in the gala December issue of ESQUIRE. A sensible custom, indeed, with Christmas such an important season for stimulating sales.

Especially this year!

Seldom has a Christmas loomed so importantly in the plans of advertisers. The coming Christmas will be the season that will make (or break) the year; the season when advertising must pay off. For Christmas 1961, advertisers can afford nothing but the best.

AND ESQUIRE's Christmas 1961 Jubilee Issue is the best advertising investment possible.

ESQUIRE is "The Gift Guide to the Nation"...the most colorful, exciting Christmas issue of any magazine published in America...the lavish stand-out spectacular of the 1961 Christmas season!

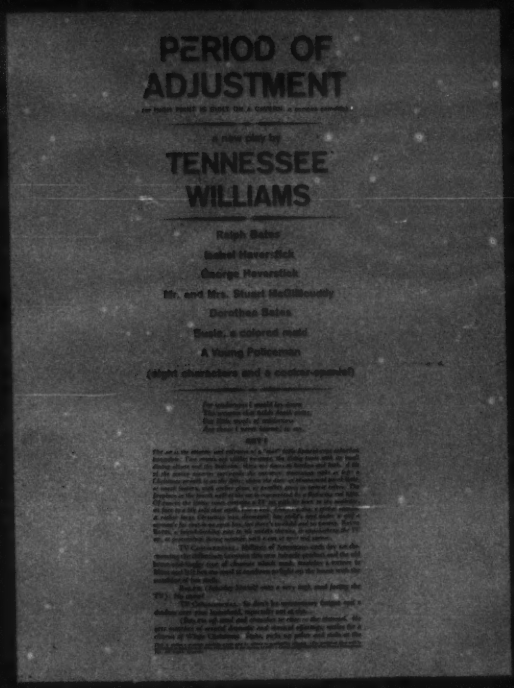
ESQUIRE'S Jubilee Issue is loaded with Extras for Christmas Advertisers:

- The most resplendent collection of Christmas gifts ever assembled in one magazine...topping even last year's record-breaking 1700 gifts.
- Over 1,000,000 copies of ESQUIRE's Christmas issue will be printed.
- An issue price of $1.00... instead of our customary 60 cent price.
- No increase in advertising rates: in spite of the vast scope of this memorable issue, advertising rates will remain the same.
- 25% discount for spreads...the most spectacular savings in publishing today.
- *ESQUIRE's Executive Gift Guide*...mailed in mid-October to 50,000 key executives of the nation's leading corporations...an outstanding market of known gift buyers. *Every advertiser using one-half page or more in ESQUIRE's December issue will receive a complimentary gift display in the ESQUIRE Executive Gift Guide...*

Whatever you sell, showcase it in ESQUIRE. For Christmas 1961, ESQUIRE's December Jubilee Issue commands top priority on your media list.

ON SALE: NOV. 16 CLOSING DATES: 4-COLOR—SEPT. 26 B & W—OCT. 2

Esquire
THE MAGAZINE FOR MEN

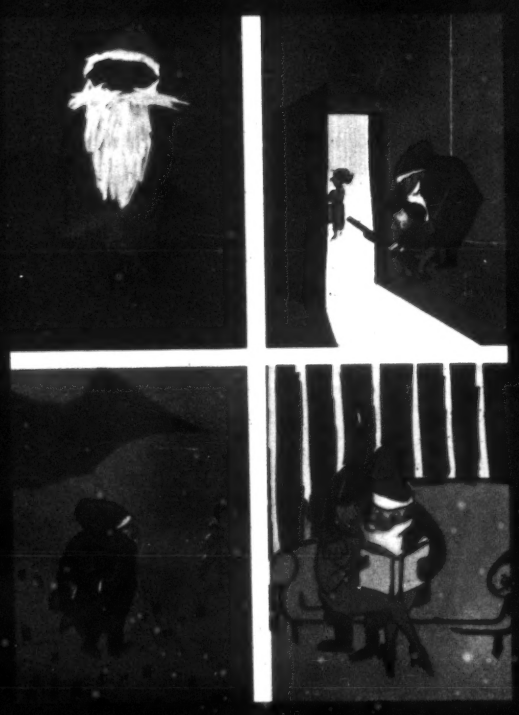


PERIOD OF ADJUSTMENT

a new play by

TENNESSEE WILLIAMS

Ralph Bates
Isabel Haverstick
George Haverstick
Mr. and Mrs. Stuart McGillicuddy
Dorothea Bates
Susie, a colored maid
A Young Policeman
(eight characters and a cocker-spaniel)



P.S.

ESQUIRE'S GALA CHRISTMAS ISSUE SPARKLES WITH EDITORIAL DELIGHTS AND SURPRISES

Statistics, however impressive, barely begin to tell ESQUIRE's Christmas story. It's on the editorial side that ESQUIRE's Christmas festivities really take on a holiday glow.

Editorially, ESQUIRE has no peer. Glittering in its holiday package, lavishly ornamented and festooned for the season, ESQUIRE's Christmas issue is a veritable bonanza for the reader.

If you remember last December's memorable ESQUIRE you have some idea of the extravagance of editorial riches awaiting readers of ESQUIRE's Christmas 1961 Jubilee Issue. Regaled by an impressive array of contributors that included: Tennessee Williams, Malcolm Cowley, Isak Dinesen, John Dos Passos, George Frazier, Arthur Koestler, Leonard Lyons, Howard Nemerov, Nichols & May, Dorothy Parker, and Budd Schulberg (just in mention a few), readers started off the holiday season in a proper ferment of excitement.

And their Christmas exuberance was further stimulated by such vivid illuminations as John Groth's etchings of the famed Lippizaner horses of Vienna, the poly-hued hospitality of Christmas cordials, Tom Ungerer's wild examination of Santa Claus, and Daniel Schwartz's brilliant paintings evoking memories of A Golden Decade of Sports.

Plus, the finishing touch to a glorious Christmas experience, the incredible prodigality of ESQUIRE's Gift Trip Through the Christmastide.

For Christmas 1961 ... expect more of the same. A myriad of noted writers and contributors garnished with fulfilling humor, embellished by lavish art and photography ... and all gift-wrapped with a flourished Christmas [illegible]

In New Post, McCall Rides Herd on 40 Ogilvy Copywriters

NEW YORK, April 18—The new copy chief of Ogilvy, Benson & Mather, a bright young phraseologist of 33, who looks even younger than that, left college in his freshman year to work in an agency mailroom.

David McCall

He is David McCall, who is assuming the duties that David Ogilvy himself has handled ever since Judson Irish resigned as copy chief in 1959. (Mr. Ogilvy had also served as copy chief of the agency prior to Mr. Irish's term.)

Mr. McCall jestingly described his new portfolio as that of "head housekeeper and doctrinaire" of the copy department. "We now have 40 writers in the department and about 30 accounts, and that means a lot of housekeeping," he explained.

Other main duties: "To see that the quality of people in the department remains high, and to insure that the basic principles of the agency are taught and retaught—and retaught and retaught."

■ These principles? "To tell the truth in the most compelling terms. To pay attention to research and use it as a tool of the copy department."

Mr. McCall also feels it should be his duty to "keep a relatively simple business simple." It's always a fight, he commented—"the bigger you grow, and the more people you have to hire, the more people try to justify their positions by obscuring the simplicity of their jobs. Now I don't say advertising is easy; I do say it's simple," he added quickly.

He cheerfully disagreed with the recently published reports that the agency's copy chief—Mr. Ogilvy included—reads every line of copy that issues from the agency.

"Obviously that would be impossible," he said. (One friend kidded him, on hearing this report: "What are they doing—replacing a good bottleneck with a bad one?")

■ Although he's lived in Manhattan "basically all of my life," he attended "all kinds of schools. I was in and out of a number in France, Maryland and Connecticut—sometimes self-propelled and sometimes not."

After high school, he entered the military services—an interlude he describes as "Japan and stuff"—and then entered Yale as an English major. Early in his freshman year, however, his father died so he quit college and joined Young & Rubicam's mailroom in January, 1950.

At Y&R, "after nine months in the mailroom—the proper gestation period for a copywriter—they kindly put me in the copy department." There he stayed until November, 1951, when he was invited to join Ogilvy, Benson & Mather. OBM was quite a different agency then, he recalls. "Only 60 people on the staff, and an entirely different selection of accounts."

■ After two and a half years of "learning" at OBM, he was lured away to a fledgling, David J. Mahoney agency, where he was its entire creative department. "We had no tv director, no research man, nothing but a few clients."

One of the reasons he left Ogilvy was that he had "gotten it in my mind that I could write ads, but not campaigns." There are three phases of a copywriter, he explained. First, the question is: Can you write the copy for an ad in a series? Next, can you build a whole ad by yourself? And finally, can you plan an entire campaign? At Ogilvy, he felt he still was only writing ads, so he joined the smaller agency where he'd be on his own and would have to write campaigns.

"When you're alone you learn a lot," he said. "You have the monkey squarely on your back, and you learn how much you owe to all the others that are around in a larger agency."

■ The Mahoney agency went along successfully until one of its clients, Good Humor Corp., enticed Mr. Mahoney away to be its president. The agency was disbanded, and Mr. McCall returned to OBM as associate copy chief. That was five years ago. Since then he's worked on "practically everything in the agency." Recently he's been occupied about 90% in tv.

Some of his favorite efforts are the first Zippo ad, telling "The incredible story of the Zippo lighter," and the perking coffee pot commercial for Maxwell House. He's also proud and pleased over the new Sears, Roebuck campaign which he helped create. In his new capacity, he won't have any specific copy assignments, although he hopes to "get a stab at something new when it comes along."

■ After hours, Mr. McCall enjoys doing a "number of things badly"—tennis, golf and politicking. "I've been involved with the left wing of the Republican party for about ten years." And he and his wife have both worked hard to help their friend John Lindsay win the past two elections as congressman.

He also reads a lot—"I've enjoyed the Durrell books very much, all of them. I've just finished 'The Rise & Fall of the Third Reich,' another thing I enjoyed very much was reading all of Dostoevski in the order in which the books were written."

Besides the 40 copywriters at Ogilvy whom he guides and fosters, Mr. McCall has four young sons, aged 5, 3, 2 and 10 months, with another on the way. The McCalls live on E. 82nd St., in Manhattan, not many blocks from where he was born. #

Republic Paint Names Headen

Republic Paint & Varnish Co., Chicago, has named Headen, Horrell & Wentsel, Chicago, to handle its advertising. R. I. David & Co., Chicago, is the previous agency.

BAHAMAS BECKONS—*Bahamas Development Board has launched its summer promotional using magazine color pages like this one, plus newspaper ads.*

Bahamas Board Sets 11.6% Bigger Drive

NEW YORK, April 18—The Bahamas Development Board has hoisted its 1961 promotional flag—11.6% bigger this year—and set sail on a two-phase, $2,500,000 cruise to capture more tourist dollars. The figure includes pr and sales expenses.

The current March-August phase was ticketed for a 30% budget increase over the comparable period last year; the balance of 1961 promotional money will be used for the September-February phase, whose plans are "yet to be decided."

Meanwhile, the board has embarked on a full-page, four-color magazine schedule for the March-August segment which includes: *Bride & Home; Bride's Magazine; Modern Bride; Glamour; Holiday; Mademoiselle; McCall's; National Geographic Magazine;* and *The New Yorker.*

■ Newspaper ads, ranging from a 200-line minimum to a seven-column full size, will run concurrently in major metropolitan markets—usually via Sunday travel sections—in the U.S. and Canada. The Bahamas board, through Kelly, Nason Inc., its agency, will back up the consumer newspaper-and-magazine campaign with window displays and literature in travel agents' offices.

Traditionally, the board has budgeted more ad money during the peak winter period. However, recent recession influences prompted more attention toward insuring bang-up summer traffic. #

Automobile Gross TV Time Billings in '60

Sources: For Network, Leading National Advertisers—Broadcast Advertisers Reports; For Spot, N. C. Rorabaugh Co.

By Company

	Network	Spot	Total
1. General Motors	$16,436,692	$5,173,600	$21,610,292
2. Ford Motor Co.	10,328,980	5,143,720	15,472,700
3. Chrysler Corp.	8,529,308	1,716,270	10,245,578
4. American Motors Corp.	426,297	2,677,130	3,103,427
5. Renault Co.	1,939,857	412,970	2,352,827
6. Studebaker-Packard Corp.	1,064,249	879,520	1,943,769
7. Kaiser Industries	1,771,249	23,430	1,794,679

By Brand

	Network	Spot	Total
1. Ford	$ 4,423,389	$4,641,140	$ 9,064,529
2. Chevrolet	5,281,243	2,523,120	7,804,363
3. Oldsmobile	3,100,881	936,990	4,037,871
4. Corvair	3,829,108	3,120	3,832,228
5. Rambler	426,297	2,677,130	3,103,427
6. Plymouth	2,444,984	523,630	2,968,614
7. Dart	2,361,857	14,990	2,376,847
8. Pontiac	1,261,415	1,110,700	2,372,115
9. Dauphine	1,850,575	412,970	2,263,545
10. Falcon	2,109,513	4,470	2,113,983

Note—Of the top ten brands, five are compact cars. A year ago, Dauphine and Rambler were the only compacts on the top ten list.

Car Makers Spent $58,233,995 in TV in '60, Says TvB

NEW YORK, April 19—The trend in the automotive industry is toward higher tv budgets spread out over more kinds of television, a spending analysis has shown.

The spending patterns of the car makers was analyzed this week by the Television Bureau of Advertising, which reported network and national spot tv gross time billings of $58,233,995 for this advertiser category in 1960. This was a gain of 19% over the 1959 figure of $48,966,026. TvB estimated the 1961 net tv time and talent expenditures for this category at $75,000,000, compared with $62,000,000 for the preceding year.

Two years ago network tv for cars was confined mostly to ten prime time shows and specials. By the fall of 1960, car advertising was being scheduled on 18 regular prime time programs, plus specials, sports and daytime telecasts. Some 59 makes of cars were advertised on tv in 1960, against 52 in 1959.

■ The bureau also noted a change in spot patterns, with an increase in various types of programs and announcements. The favorite time period was found to be evening, with early morning turning up occasionally.

The trend toward a diverse use of the medium is continuing in 1961, with prime time regular shows, sports, and an usual summer daytime schedule, the latter for General Motors Corp.

General Motors was the top spending company in tv. Its gross time billings were boosted about $4,000,000 over the '59 level for a total of $21,610,292. Nearly $8,000,000 of this went to Chevrolet, but this was not enough to make Chevy the No. 1 tv-advertised make. This position was held by Ford, with slightly over $9,000,000. In terms of parent company budgets, the Ford Motor Co. placed second with $15,472,700. #

Wermen Names Rollins; Adds Insurance Account

Joseph R. Rollins Jr., formerly vp of Kampmann Advertising, has joined Wermen & Schorr, Philadelphia, as a senior account executive and member of the plans board.

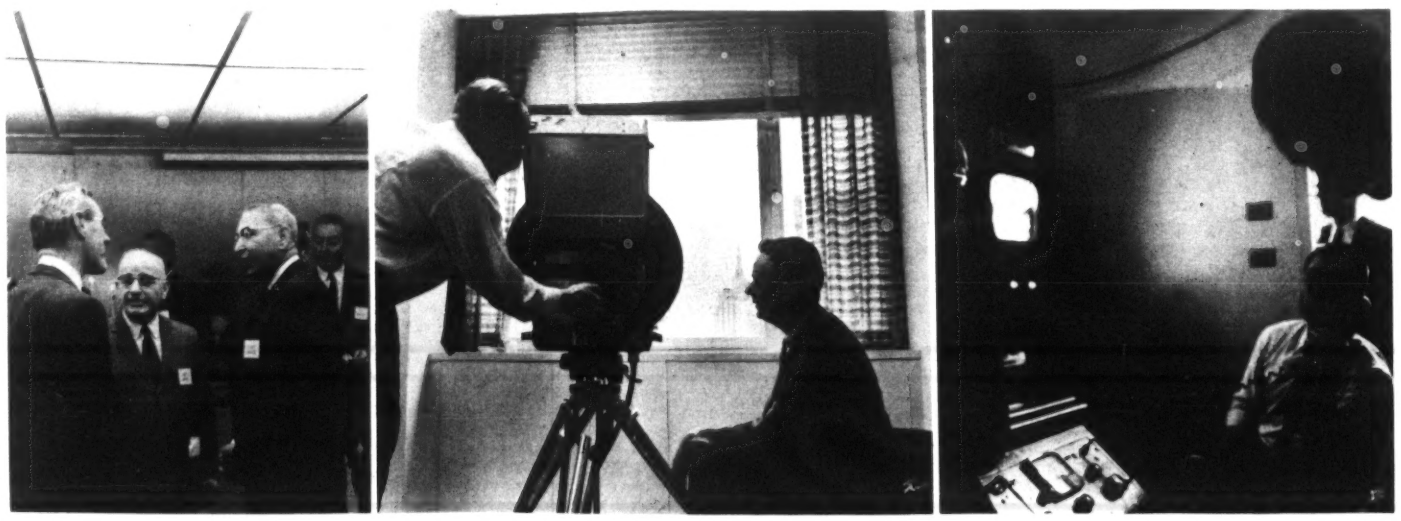
The agency also has been appointed to handle Life Assurance Co. of Pennsylvania, Philadelphia. Plans call for use of newspapers and spot radio in the Middle Atlantic area and trade advertising.

Rawlings Elected Club Head

Robert H. Rawlings, retail-display advertising salesman of the *Pueblo Star-Journal* and *Chieftain*, has been elected president of the Mountain Ad Men and will take office in October.

Marvin Opens in N. Y.

Marvin Leonard Advertising Co., Boston, has opened a New York office at 220 Fifth Ave. Jack Posner will head the agency's New York operations.



Duram Budd Hinner Mahoney

CLOSED-CIRCUIT SPECIAL—*These pictures were taken at a recent Fuller & Smith & Ross party staged to demonstrate to clients the services the agency can offer them with its closed-circuit tv facilities. F&S&R used the $250,000 tv installation in its New York office to show the dedication ceremonies of a new Hercules Powder Co. plant in Lake Charles, La. Arthur E. Duram, F&S&R senior vp in charge of radio-tv, chats with Montgomery R. Budd, director of advertising-public relations, and Elmer F. Hinner, vp of Hercules. Edward H. Mahoney, F&S&R vp and manager of radio-tv, looks on, as a technician adjusts the agency's equipment which picked up the tv signal from the Empire State Bldg. Agency men monitor the event in a control room in the third photo.*

'A FARM IN EARLY SPRING', PAINTED IN TEMPERA BY ROLAND RODEGAST

Touching the heart

Here lives the heart of America.

Here also is where the catalogs get read. And studied. The seed catalog, the automotive catalog, the catalog of clothing and of household equipment—all touch the heart of America.

Our four companies are skilled in producing catalogs that carry product pictures in full and faithful color into America's homes. We take the same care in printing these catalogs that we take with the delicate artwork of a medical textbook. We will focus this skill on your color printing.

Let us show you how your company will benefit from the excellence of the color printing we produce. (Most of our customers are repeat customers.)

Leading advertisers and publishers depend on printing produced by:

Four Manufacturers of Quality Printing Under One Management:

J. W. CLEMENT COMPANY
Buffalo, New York

CLEMENT COLORTYPE INC.
Chicago, Illinois

PACIFIC PRESS INC.
Los Angeles, California

PHILLIPS & VAN ORDEN CO.
San Francisco, California

SALES OFFICES: GRAYBAR BUILDING, NEW YORK • FISHER BUILDING, DETROIT

KSAS

THE BIG 5th

EL PASO, TEX.

the Southwest's BEST SELLER!

750,950 consumers in southern New Mexico, West Texas, and Juarez, Old Mexico, want to buy what you want to sell. They look and listen to El Paso, big 5th city of Texas, for buying news. The Big 5th is biggest in Southwestern sales, and El Paso Broadcasters provide 100-proof coverage of this thriving market which scores well within the nation's **TOP FIFTY.** Pour your sales a pick-me-up with the Big 5th . . . El Paso, Texas.

EL PASO BROADCASTERS:

KIZZ KROD-TV
KROD KSET
KTSM-TV KTSM
XEJ-TV XEJ
XELO KELP-TV
KELP KHEY

Along the Media Path

Progressive Grocer led all food business publications in 1960 in advertising pages and dollar volume, with 1,555 advertising pages and a dollar volume of $2,015,085, the Butterick Co. reports. This marks the 39th successive year *Progressive Grocer* has led all food business publications in dollar volume, the magazine said.

• Play-by-play descriptions of the 81 home baseball games of the New York Yankees is being broadcast in Spanish in the Caribbean area, Mexico, Central America and Venezuela by **WRUL**, New York, international short wave station.

• Purchases of suits, overcoats, topcoats, raincoats, shoes and felt hats, according to numbers, types and prices, are covered in a survey published by **Sports Illustrated.** Additional information on "Apparel Purchases of Sports Illustrated Subscribers" may be obtained from *Sports Illustrated*, Rockefeller Center, New York 20.

• **WDSU**, New Orleans, has printed a booklet containing reprints of editorials, dealing with what Louisiana can do to advance its prosperity.

• To promote its "Hollywood Theatre" feature film series, hosted by Don Ameche on **WXYZ-TV**, Detroit, Blair-TV sent "postcards" in the form of a telephone message from Mr. Ameche to all New York time buyers. Buyers were asked to call a New York telephone number to hear a recorded message from Mr. Ameche.

• **Westinghouse Broadcasting Co.** is offering one-minute spots, urging children to read classics, to all stations throughout the country as a follow-up to its "Reading Out Loud" public service programs produced last year.

• National Safety Council has awarded its 1960 public interest award to **WMCA**, New York, for its leadership, initiative and originality in promoting accident prevention.

• An all-expense-paid three-week trip for two to Europe will be top prize in a contest sponsored by **WQXR**, New York, as part of its 25th anniversary year celebration. Entrants were asked to write in 50 words or less, "Why I Enjoy Listening to WQXR."

• January, February and March are "bonus-audience" months, and the rest of the year is relatively level in viewing, the **Television Bureau of Advertising** reports in a new folder, "This Is Summer TV?" Additional information may be obtained from the Television Bureau of Advertising, 1 Rockefeller Plaza, New York 20.

• The **Minneapolis Sunday Tribune** published a 112-page tabloid special section on April 16 to commemorate the arrival of major league baseball in Minneapolis and St. Paul. The section marked the largest special section in its history.

• An editorial campaign urging consumer and business spending and an end to caution in major purchases as an anti-recession weapon is currently being aired by **KMOX**, St. Louis.

Hayes Dimes Doran Arkedis

SIXTIES SELL—*Arthur Hull Hayes, president of CBS Radio, and George Arkedis, vp in charge of network sales, chat with Albert W. Dimes, director and secretary of Tetley Tea Co., and Jack Doran, director of marketing for Mennen Co., at the network's premier showing of its new sales presentation, "Expansion for the Sixties," in New York.*

• The **Chicago Sun-Times** will publish a vacationlands section on May 7, a summer travel section on June 4 and a mid-summer travel section on July 9. The **Chicago Saturday Daily News** will publish the same special sections on May 13, June 10 and July 15. Each newspaper will present its own editorial content.

• A special outdoor living section will be published in the May 9 issue of the **Buffalo Evening News.**

• **Mademoiselle** will focus its May issue on Greece as the fashionable place to travel in 1961, with features on Greek foods, wines, celebrities and the arts.

• A taped interview with Dr. Wernher von Braun, space expert, in which he discussed the U.S. space program and possible political repercussions that could result if the Russian space flight proved successful, was broadcast by **KDKA-TV**, Pittsburgh, one hour prior to the firing of the Russian space shot. Anticipating that the rumors of a Russian man in space were true, the station sent newsmen to interview Dr. von Braun in Grove City, Pa., where he was scheduled to address the City College student body.

• **WBRE**, Wilkes-Barre, has increased its daytime power to 1,000 watts.

• A separate 24-page supplement by E. I du Pont de Nemours & Co., summarizing color, texture and knitwear news in fall boys' wear containing Dacron polyester fiber, Orlon acrylic fiber and Du Pont nylon, accompanied the April issue of **Boys' Outfitter.**

• A citation from the St. Joseph-Benton Harbor Chamber of Commerce has been presented to **WSJM**, St. Joseph-Benton Harbor, Mich., for its "Buy Wisely, Buy Now" anti-recession series.

• **WIL**, St. Louis, personalities, plus entertainer Danny Thomas and several thousand St. Louis area high school students will stage a door-to-door march May 4 to collect contributions for children stricken with leukemia and for St. Jude Hospital, Memphis. WIL reports.

• **Department of New Laurels:**

Science carried 410 pages of paid advertising in the first quarter of 1961, a 40% gain over the comparable 1960 period.

The **Washington Post** published its annual baseball section on April 9, one day prior to the opening game at Griffith Stadium.

"What Do You Say?"—man-on-the-street type radio show on **KRNT**, Des Moines—is marking its tenth anniversary during April. The show features a weekly question on some major world, national, state or local problem, and a daily question on some lighter aspect of the news. A count is kept on the weekly question, and a final score is announced at the end of the week. Anderson-Erickson Dairy, Des Moines, has been the sole and continuous advertiser on the 15-minute show's ten-year span.

Parents' Magazine has announced its 12th Builders' Competition, an annual event to find the "best homes for families with children." Houses of winning builders are editorially featured each year in the magazine's February issue. To be eligible for the awards, houses must have been built and sold in the 12-month period ending June 30, 1961, and must be owner-occupied by families with children.

Population, buying income, and retail sales of the Long Island area are included in a booklet, "Long Island Market Info," published by the **Long Island Press**, Long Island.

Arvin Uses Cities Drive for New Portable Radios

Arvin Industries, Columbus, Ind., is using a key city test market plan to introduce its new eight-transistor automatic signal filtration portable in Seattle, Portland, St. Louis, Cleveland and Washington. Ads will run in *Life* and *TV Guide* in those markets only, carrying dealer listings. Outdoor posters, cooperative newspaper and radio ads and point of sale material is also included in the campaign. Ruben Advertising Agency, Indianapolis, is handling the campaign.

CHAN-TV Names Peters

J. Ray Peters, station manager of CHAN-TV, Vancouver, has been named general manager of the station. He succeeds Art Jones, who will continue as president of Vantel Broadcasting Co., which operates the station. The Vancouver Newspaper Guild has protested recent layoffs at the station. CHAN-TV opened last October with 135 people and now has about 90 on the payroll.

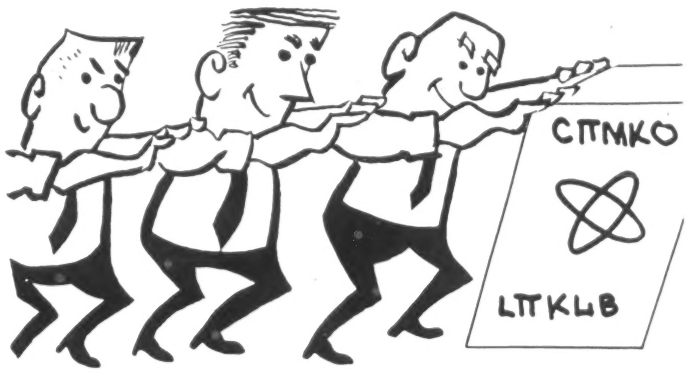
Air-Lec Names Shumway

Air-Lec Industries, manufacturer of operating equipment for industrial automatic doors, has appointed Shumway & Carman Advertising, Madison, to handle its advertising. Air-Lec's name was changed from Schoelkopf Mfg. Co., effective April 1.

Hewitt Joins Brockway

Donald B. Hewitt, who formerly operated his own agency in Homer City, Pa., has joined Brockway Glass Co., Brockway, Pa., as sales promotion and advertising manager.

GET THAT EXTRA



PUSH

You know that it's the extra push that makes the difference between an average campaign and a *"Red-Letter Success."* You get that EXTRA PUSH when you buy WOC-TV. WOC-TV effectively specializes in co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

This "togetherness" sells products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

WOC TV channel 6

PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

To the National Advertiser, WOC-TV offers the greatest amount of local programming—over 33 hours each week — and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today

Craig Asks More Scientific Appliance Marketing Methods

BOCA RATON, FLA., April 18—The appliance industry must "replace intuition and hunches with near-science" in its marketing if it is to close the gap between factory and marketing performance.

John W. Craig, vp and general manager of the major appliance division of Westinghouse Electric Corp., who made this statement, challenged the industry to do just that, speaking at the American Home Laundry Manufacturers Assn. convention here yesterday.

This, he said, will require "drastic upgrading of market research, advertising and distribution methods."

"Had this industry been able to match the progress of its laboratories and factories with similar strides in distribution and marketing, this would be one of the healthiest industries in the world," the appliance executive said.

■ Mr. Craig complained that vital decisions often must be based on statistical information which sometimes contains great discrepancies. Two statistical organizations, for example, show figures of American washing machine ownership varying by 7,000,000 homes, he said.

To demonstrate "how little we know of the reasons for sales success or failure," he raised unanswered questions such as these: Why one product sells well in Kansas City but not in Indianapolis; why two seemingly identical distributors perform differently; whether there is really a national market or merely a national collection of individual markets; and what the industry really knows about forecasting, advertising, promotion, distribution and retailing.

■ Specifically, Mr. Craig urged the industry to reduce the distance between the manufacturer and the consumer. Dealers, he said, must be encouraged to migrate with the customers, either through outright moves or establishment of additional stores. #

American Rack Institute Reports Sales to Supers Up

American Rack Merchandisers Institute, Chicago, reports general merchandise sales to supermarkets in 1960 increased 8.5% over 1959. The group's members supply nonfoods to more than 22,000 stores. A major gain in the number of chain and independent supermarket accounts serviced leads the list of developments credited with the increase. 72% of ARMI distributor members reported an enlarged roster of customers.

Other developments that contributed to the increase include more display space devoted in supermarkets to general merchandise, installation of new non-food departments in many stores, and more non-food promotions run in 1960, resulting in bigger sales volume per square foot display space.

Lee Tire Opens '61 Push

Lee Rubber & Tire Corp., Conshohocken, Pa., will launch its 1961 national ad program in April with a series of ads in *Look*, *The Saturday Evening Post* and *Sports Illustrated*. The Ultra M 200, Lee's new premium-type tire, will be featured in the ads. Gray & Rogers, Philadelphia, is handling the campaign.

NBC Tightens Budget in Pre-Summer Cutback

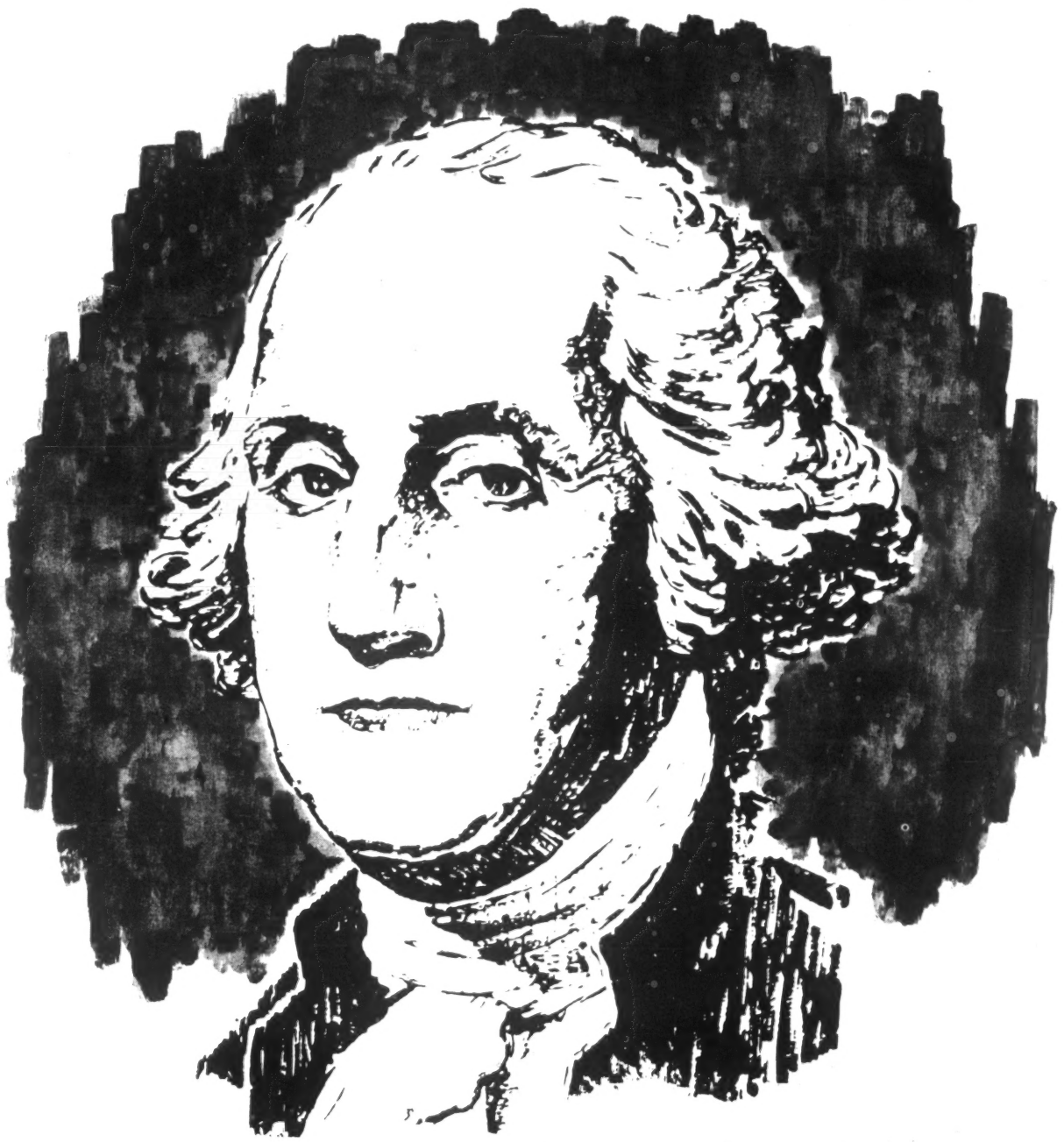
National Broadcasting Co., New York, has started its annual pre-summer budget pruning. The personnel cutbacks, falling mainly on the lower levels, will be somewhat sharper than usual. Among the departments ordered to trim expenses, reportedly by about 10%, were press, advertising and station relations.

On the management level a few men in overlapping posts have left. Latest to resign was Jerry A. Danzig, who quit as vp in charge of participating programs after his department was absorbed by other network departments as a part of NBC's structural realignment.

Thompson Names Renaud

John R. Thompson Co., Chicago restaurant chain, has appointed Ernest E. Renaud national advertising and merchandising manager. Mr. Renaud has been assigned to special projects for the past three years, including the creation of Thompson's Red Balloon coffee house division.

LUBBOCK, TEXAS IS THE
SIXTH
LARGEST WHOLESALE
MARKET
IN THE STATE OF TEXAS
LUBBOCK
AVALANCHE-JOURNAL
Represented by Texas Daily Press League



What? Do You Mean That The Real George Washington Advertised In The Pittsburgh Post-Gazette?

That's exactly what we mean. It was back in 1796. The Gazette was then 10 years old. Washington was President at the time.

He had taken up some land in the Pittsburgh area in his surveying days.

And the advertisements were for the sale of this land. Washington requested by letter to Major Isaac Craig that the advertisement should be inserted three times in the Pittsburgh Gazette.

It would be coy, probably, to suggest that Mr. Washington knew a good thing when he saw one. At any rate, the newspaper has grown through service to the Pittsburgh area. It has grown in the respect of its readers and in the volume of its advertising. We suggest, in all sincerity, that the Pittsburgh Post-Gazette—now in its 175th anniversary year—certainly merits the investigation—and the continued patronage—of any merchant or manufacturer interested in cultivating sales in this rich and rewarding Pittsburgh Market.

175th Anniversary Year 1786 1961

The Pittsburgh Post-Gazette

Represented Nationally By Moloney Regan & Schmitt

You're Invited To Participate In The Post-Gazette's Special 175th Anniversary Edition To Be Published on Sunday, July 30, 1961. Call, write or wire for reservations or information.

Advertising Expenditures in Newspapers, 1960

ADVERTISING AGE here presents the expenditures of all national newspaper advertisers who spent $25,000 or more last year. The data presented here are copyright, 1961, by the Bureau of Advertising, American Newspaper Publishers Assn., and are reprinted by permission. Included are 1,563 advertisers with listings of expenditures for 3,706 brands advertised in daily and Sunday newspapers, including expenditures in *The American Weekly, Family Weekly, Parade, Puck—The Comic Weekly, Sunday, This Week Magazine* and other publications distributed as sections of Saturday or Sunday newspaper editions. These figures are not directly comparable with data issued for previous years. This is due to a smaller number of newspapers measured at the brand level which reduces the reported expenditure data in this report about 4%. It should be noted, however, that deviations from this 4% average are to be expected for some companies; primarily those regional advertisers whose advertising pattern may result in their placing a substantial amount of space in unmeasured newspapers. The total expenditure figure in the classification data *(see table on Page 54)* is comparable with those of prior years because these figures include projections which cover all national advertising in all daily and Sunday newspapers. The company and brand figures represent only the actual space used in the measured newspapers.

A

AANSWORTH LTD. & AANSWORTH	
DUET	$ 45.478
Playsuits	21.318
Shirts	16.408
Sportswear	7.752
ABBOTT'S DAIRIES	45.737
Abbott's Dairy Products	2.249
Abbott's Ice Cream	4.091
Abbott's Milk	36.099
Jane Logan Ice Cream	3.298
LEON ACKERMAN	81.777
ADAMS DAIRY CO.	67.833
Buttermilk	5.300
Cottage Cheese	2.731
Dip	1.349
Egg Nog	2.890
Ice Cream	3.370
Milk	12.618
Sour Cream	7.108
Whipping Cream	542
Products	31.925
ADELL CHEMICAL CO.	109.864
Lestare	32.936
Lestoil	64.513
Lestoil Spray Starch	12.415
ADMIRAL CORP.	1,135.503
Freezer	471
Freezer & Refrigerator	41.848
Radio	180.788
Refrigerator	34.146
Television	871.967
Products	6.283
ADOHR DAIRY	49.453
Egg Nog	1.790
Ice Cream	1.790
Milk	45.873
AETNA LIFE INSURANCE COMPANIES	35.732
AGAR PACKING CO.	
Meat Products	49.211
AILEEN KNITWEAR INC.	
Sportswear	43.606
AIR FRANCE, FRENCH NATIONAL AIR LINE	645.253
AIR-INDIA INTERNATIONAL	210.201
ALABAMA GAS CORP.	25.365
ALADDIN CO.	
Homes	66.890
ALADDIN INDUSTRIES INC.	42.087
Lunch Kits	23.347
Vacuum Bottle	18.740
ALAMAC KNITTING MILLS INC.	39.010
ALASKA AIRLINES INC.	26.772
ALITALIA AIRLINES	496.595
ALLEGHENY AIRLINES INC.	117.973
ALLEN PRODUCTS CO.	125.557
Alpo Cat Food	3.084
Alpo Dog Food	105.204
Alpo Pet Foods	17.269
ALLIED FLORISTS ASSN.	49.626
ALLIED LABORATORIES INC.	614.927
Ayds	219.271
Bantron	83.331
Campana Preparations	115.078
D.D.D. Prescription	12.899
Pursettes	184.348
ALLSTATE INSURANCE CO.	681.598
ALL-YEAR CLUB OF SOUTHERN CALIFORNIA	337.609
ALOHA AIRLINES INC.	29.462
ALUMINUM CO. OF AMERICA	1,463.729
Alumisaum Co. of America	39.647
Alcoa Gutters	22.832
Alcoa Products	33.544
Alcoa Siding	174.793
Alcoa Wrap	1,192.913
AMANA REFRIGERATION INC.	89.860
Air Conditioner	16.173
Freezer	12.552
Refrigerator	61.135
AMCHEM PRODUCTS INC.	43.714
A-C-M Paints	6.518
Weedone	37.196
AMERICAN AGRICULTURAL CHEMICAL CO.	141.093
Agrico	132.922
Agrinite	8.171
AMERICAN AIRLINES INC.	2,743.841
AMERICAN AUTOMOBILE ASSN.	53.219
AMERICAN BAKERIES CO.	946.812
Cook Book Bread	163.264
D'Agostino's Bread	59.944
Merita Bread	117.796
Merita Cake	16.320
Merita Products	12.700
Taystee Baking Products	72.901
Taystee Bread	497.504
Taystee Cake	4.593
Taystee Donuts	1.790
AMERICAN BEAUTY MACARONI CO.	46.895
Macaroni Products	44.459
Spaghetti Sauce Mix	2.436
AMERICAN BREWERY, INC.	
American Beer	39.840
AMERICAN BROADCASTING—PARAMOUNT THEATRES INC.	
American Broadcasting Co.	824.985
AMERICAN CAN CO.	232.630
Canco	105.321
Dixie Cups	1.012
Northern Tissue & Towels	105.672
Northern Tissue & Waxtex	20.625
AMERICAN CANCER SOCIETY	41.000
AMERICAN CHAIN & CABLE CO.	
Pennsylvania Mowers	25.430
AMERICAN CYANAMID CO.	220.572
American Cyanamid Co.	20.309
Creslan	199.249
Formica Corp.	1.014
AMERICAN DAIRY ASSN.	1,379.346
Amerilan Dairy Assn.	1,366.111
Washington State Dairy Products	13.235
AMERICAN DISTILLING CO.	68.268
Bourbon Supreme Whisky	37.383
Cadillac Club Whisky	1.870
Guckenheimer Whisky	8.488
Old American Whisky	7,268
Stillbrook Whisky	5.535
Tovarisch Vodka	7.724
AMERICAN ENKA CORP.	
Enka Yarns	97.421
AMERICAN EXPORT LINES INC.	327.421
AMERICAN EXPRESS CO.	
Travel Service	423.419
AMERICAN FEDERATION OF LABOR & CONGRESS OF INDUSTRIAL ORGANIZATIONS	167.991
AMERICAN FORE LOYALTY GROUP OF INSURANCE COMPANIES	33.540
AMERICAN GAS ASSN.	44.831
AMERICAN HOME PRODUCTS CORP.	3,460.401
Anacin	572.580
Antrol Products	8.360
Boyle Midway Products	24.326
Burnett's Extracts	42.401
Burnett's Vanilla	12.259
Chef Boy-Ar-Dee Chili Con Carne	1.778
Chef Boy-Ar-Dee Lasagna	11.680
Chef Boy-Ar-Dee Meatball & Spaghetti Dinner	3.830
Chef Boy-Ar-Dee Meat Ball Stew	14.667
Chef Boy Ar-Dee Mushrooms in Gravy	1.302
Chef Boy-Ar-Dee Products	608.416
Compound W	17.212
Dennison's Chili Con Carne	8.106
Dennison's Chili Tamales	25.849
Digene Ointment	3.031
Dondril	156.352
Dristan	541.038
Duplexin	42.444
Easy-Off	46.669
Easy-On Spray Starch	122.335
Frey's Meat Products	21.985
G. Washington's Broth & Seasoning	32.029
Griffin Shoe Polish	109.535
Instil	2.784
Painquellizer Tablets	2.094
Plastic Wood	6.416
Preparation H	806.949
Primatene	153.803
Ridz	425
Sleep-Eze	1.830
Snarol	19.350
3-In-One-Oil	25.564
Trendar	13.002
AMERICAN HOMEOWNER INSURANCE CO.	37.182
AMERICAN INTERNATIONAL PICTURES	25.422
AMERICAN LAMB COUNCIL	109.208
AMERICAN MACHINE & FOUNDRY CO.	636.737
AMF Bowling Equipment	523.792
Bowling U.S.A.	39.998
De Walt Power-Tools	72.947
AMERICAN-MARIETTA CO.	108.341
Dri-Glo	1.951
O-Cedar Bowl Bath	8.736
O-Cedar Products	59.100
O-Cedar Sponge Mop	15.720
O-Cedar Sweep-Queen	15.720
Institutional	7.114
AMERICAN MEDICAL ASSN.	30.719
AMERICAN MOTORS CORP.	9,399.679
Ambassador Cars	91.472
Ambassador & Rambler Cars	17.727
Kelvinator Air Conditioner	2.919
Kelvinator Dehumidifier	1.968
Kelvinator Dryer	2.515
Kelvinator Products	21.244
Kelvinator Range	1.013
Kelvinator Refrigerator	170.456
Kelvinator Washer	31.936
Metropolitan Cars	72.155
Metropolitan & Rambler Cars	13.372
Rambler Cars	8,960.441
Institutional	12.461
AMERICAN NATIONAL INSURANCE CO.	34.099
AMERICAN OPTICAL CO.	
Cool-Ray Polaroid Sun Glasses	162.777
AMERICAN PETROFINA CO. OF TEXAS	52.280
AMERICAN POP CORN CO.	
Jolly Time Pop Corn	70.468
AMERICAN PRESIDENT LINES	254.341
AMERICAN RADIATOR & STANDARD SANITARY CORP.	343.884
American-Standard Air Conditioner	103
American-Standard Bathroom Fixtures	93.113
American-Standard Fixtures	144.701
American-Standard Heating Equipment	66.951
American-Standard Products	8.559
Youngstown Dishwasher	1.328
Youngstown Kitchens	17.670
Youngstown Kitchen Cabinet Sink	10.149
Youngstown Kitchen Disposal	1.310
AMERICAN SHEEP PRODUCERS COUNCIL	521.291
AMERICAN SNUFF CO.	
Favorite Chewing Tobacco	29.977
AMERICAN SOCIETY OF TRAVEL AGENTS	66.157
AMERICAN SUGAR REFINING CO.	267.318
Crystal Sugar	53.895
Domino Sugar	67.725
Franklin Sugar	99.859
Sunny Cane Sugar	45.833
AMERICAN TELEPHONE & TELEGRAPH CO.	196.488
American Telephone & Telegraph Co.	178.429
Bell Telephone Laboratories	1.000
Western Electric Co.	17.059
AMERICAN TOBACCO CO.	5.543.039
Lucky Strike	4.379
Pall Mall	3.402.675
Riviera	727.157

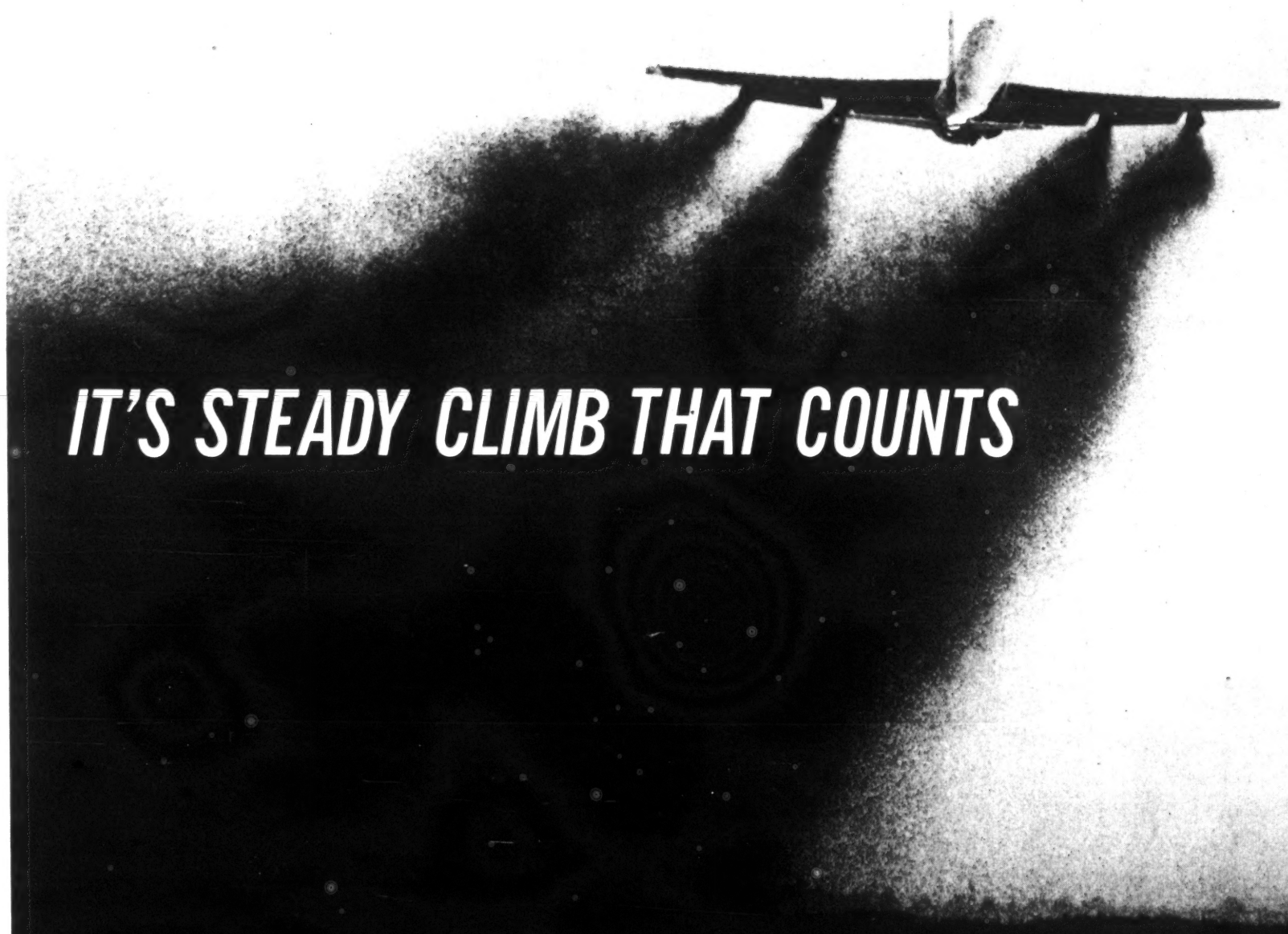
Top 100 National Newspaper Advertisers in 1960 and 1959

Company	1960 Investment	1959 Rank	1959 Investment	Per Cent Change
1. General Motors Corp.	$40,354,817	1	$38,622,558	+ 4.5
2. Ford Motor Co.	18,669,074	2	19,679,542	— 5.1
3. Chrysler Corp.	18,091,428	3	18,095,839	— 0.0
4. General Foods Corp.	16,197,397	4	13,738,272	+ 17.9
5. Distillers Corp.-Seagram's	11,654,170	5	11,373,763	+ 2.5
6. American Motors Corp.	9,399,679	7	8,507,433	+ 10.5
7. R. J. Reynolds Tobacco Co.	8,485,691	8	8,192,351	+ 3.6
8. Schenley Industries	8,206,851	11	7,549,830	+ 8.7
9. General Electric	7,559,832	10	7,591,773	— 0.4
10. General Mills	6,715,579	13	7,064,547	— 4.9
11. National Distillers	6,539,919	9	8,069,376	— 19.0
12. National Dairy Products	6,022,399	16	6,545,894	— 8.0
13. Philip Morris Inc.	5,776,265	19	4,998,560	+ 5.6
14. American Tobacco Co.	5,543,039	6	9,257,883	— 40.1
15. Lever Bros. Co.	5,162,958	14	6,876,767	— 24.9
16. P. Lorillard Co.	5,100,677	15	6,779,442	— 24.8
17. Campbell Soup Co.	4,619,378	20	4,906,207	— 5.8
18. Colgate-Palmolive Co.	4,560,161	12	7,300,542	— 37.5
19. Corn Products Co.	4,498,483	86	1,459,015	+208.3
20. Brown & Williamson	4,316,227	57	2,063,356	+109.2
21. Procter & Gamble	4,276,067	17	6,249,563	— 31.6
22. Quaker Oats Co.	4,192,526	22	4,060,609	+ 3.2
23. Eastern Air Lines	4,180,348	21	4,294,856	— 2.7
24. Pepsi-Cola Co.	4,105,105	33	3,222,211	+ 27.4
25. Studebaker-Packard	3,775,068	26	3,743,778	+ 0.8
26. Hiram Walker	3,763,018	28	3,445,156	+ 9.2
27. Goodyear Tire & Rubber	3,596,620	34	3,207,669	+ 12.1
28. Standard Brands	3,465,145	29	3,388,216	+ 2.3
29. American Home Products	3,460,401	23	3,967,967	— 12.8
30. Radio Corp. of America	3,269,720	74	1,748,709	+ 87.0
31. Shell Oil Co.	3,145,404	40	2,566,606	+ 22.6
32. Doubleday & Co.	3,046,467	35	3,055,069	— 0.3
33. Standard Oil Co. (Indiana)	2,991,744	32	3,252,097	— 8.0
34. Greyhound Corp.	2,942,676	94	1,332,863	+120.8
35. Pan American World Airways	2,861,692	42	2,488,295	+ 15.0
36. Liggett & Myers	2,792,485	31	3,262,609	— 14.4
37. American Airlines	2,743,841	30	3,302,266	— 16.9
38. Trans World Airlines	2,660,091	27	3,635,011	— 26.8
39. United Air Lines	2,496,343	63	1,924,971	+ 29.7
40. Du Pont	2,460,342	71	1,806,412	+ 36.2
41. Delta Air Lines	2,449,142	52	2,154,953	+ 13.7
42. H. J. Heinz Co.	2,447,658	39	2,843,715	— 13.9
43. Westinghouse Electric Corp.	2,385,138	48	2,212,259	+ 7.8
44. Columbia Broadcasting System	2,254,524	54	2,127,269	+ 6.0
45. Brown-Forman Distillers	2,223,555	47	2,268,221	— 2.0
46. Firestone Tire & Rubber	2,147,979	62	1,954,355	+ 9.9
47. Standard Oil Co. (N. J.)	2,136,094	51	2,175,411	— 1.8
48. Dow Chemical Co.	2,124,037	*	162,906	+1203.8
49. Prudential Insurance Co.	2,059,397	65	1,913,440	+ 7.6
50. Armour & Co.	2,053,573	83	1,544,650	+ 32.9
51. Curtis Publishing Co.	1,972,198	44	2,442,550	— 19.2
52. Gulf Oil Corp.	1,958,767	*	478,319	+309.5
53. Gerber Products Co.	1,957,836	*	1,199,035	+ 63.3
54. Gillette Co.	1,939,254	59	1,977,553	— 1.9
55. Libby, McNeil & Libby	1,934,389	76	1,720,453	+ 12.4
56. Standard Oil Co. (California)	1,925,230	55	2,087,706	— 7.8
57. Institute of Life Insurance	1,847,344	90	1,365,083	+ 35.3
58. Eastman Kodak Co.	1,833,495	60	1,965,392	— 6.7
59. Pillsbury Co.	1,827,032	18	5,305,357	— 65.6
60. Bristol-Myers Co.	1,785,538	93	1,343,395	+ 32.9
61. Renfield Importers	1,783,636	88	1,427,432	+ 25.0
62. Phillips Petroleum Co.	1,782,238	53	2,145,939	— 16.9
63. Continental Baking Co.	1,767,525	50	2,208,705	— 20.0
64. Sterling Drug	1,763,927	58	2,017,570	— 12.6
65. Borden Co.	1,756,511	25	3,799,166	— 53.8
66. Johnson & Johnson	1,730,520	*	1,107,008	+ 56.3
67. Wilson & Co.	1,704,413	*	222,683	+665.4
68. Florida Citrus Commission	1,679,301	43	2,452,765	— 31.5
69. Liebmann Breweries	1,668,233	49	2,210,468	— 24.5
70. Heublein Inc.	1,603,381	77	1,716,558	— 6.6
71. Reader's Digest Assn.	1,559,377	80	1,631,430	— 4.4
72. United Steel Workers	1,556,424	92	1,359,524	+ 14.5
73. National Airlines	1,553,390	56	2,083,415	— 25.4
74. Plough Inc.	1,537,960	100	1,263,772	+ 21.7
75. Whirlpool Corp.	1,519,531	96	1,314,286	+ 15.6
76. Revlon Inc.	1,489,901	*	1,074,990	+ 38.6
77. Formfit Co.	1,489,493	*	776,159	+ 91.9
78. Swift & Co.	1,481,870	37	2,919,317	— 49.2
79. Time Inc.	1,477,571	82	1,594,441	— 7.3
80. Aluminum Co. of America	1,463,729	*	1,211,128	+ 20.9
81. Mead Johnson & Co.	1,414,865	*	————	+ Inf.
82. New York Life Insurance	1,404,790	91	1,364,095	+ 3.0
83. American Dairy Assn.	1,379,346	64	1,923,548	— 28.3
84. Hearst Magazines	1,378,319	*	908,507	+ 51.7
85. Helena Rubinstein Inc.	1,343,467	72	1,759,850	— 23.7
86. Miles Laboratories	1,335,705	79	1,636,860	— 18.4
87. Continental Air Lines	1,257,001	98	1,301,893	— 3.4
88. McCall Corp.	1,229,721	*	724,738	+ 69.7
89. Warner-Lambert	1,218,265	69	1,817,364	— 33.0
90. California Packing Corp.	1,208,514	*	1,108,428	+ 9.0
91. B. F. Goodrich Co.	1,204,674	73	1,758,200	— 31.5
92. Reynolds Metals Co.	1,181,508	*	490,374	+140.9
93. Glenmore Distilleries	1,165,306	99	1,300,905	— 10.4
94. Helene Curtis Industries	1,146,789	68	1,874,654	— 38.8
95. Admiral Corp.	1,135,503	*	582,413	+ 95.0
96. Vick Chemical Co.	1,101,365	*	413,102	+166.6
97. Kimberly-Clark Corp.	1,087,310	*	814,949	+ 33.4
98. National Biscuit Co.	1,065,049	41	2,500,723	— 57.4
99. Standard Triumph Motor	1,039,240	*	332,038	+213.0
100. Sun Oil Co.	1,008,948	66	1,892,928	— 46.7

*Unranked in 1959.

NOTE: The 1960 newspaper expenditure figures for companies contained in this report are not directly comparable with data issued for previous years. This is due to a smaller number of newspapers measured at the brand level which reduces the reported Expenditure data in this report of about 4%. It should be noted, however, that deviations from this 4% average are to be expected for some companies; primarily those regional advertisers whose advertising pattern may result in their placing a substantial amount of spce in unmeasured newspapers.

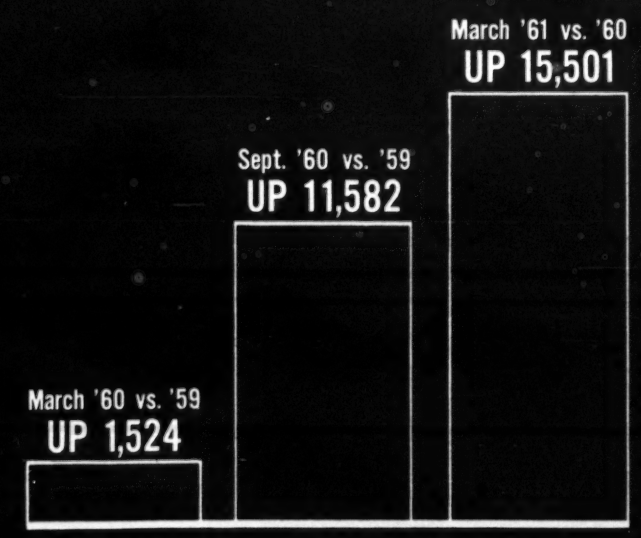
Prepared by Research Department, Bureau of Advertising, A.N.P.A.



IT'S STEADY CLIMB THAT COUNTS

Three consecutive six month gains, each bigger than the last. That's the accelerating circulation success story of the New York Herald Tribune. Average net paid weekday circulation for the six months ended March 31, 1961 is **367,991**

NEW YORK Herald Tribune



All gains are for 6 months average net paid weekday circulation compared with corresponding periods previous year.

Roi-Tan Cigars	328,559
Tareyton	1,079,317
Products	952
AMERICAN VISCOSE CORP.	115,576
AMERICAN WOOL COUNCIL	122,547
AMERICA'S INDEPENDENT ELECTRIC LIGHT & POWER COMPANIES	263,900
AMICABLE LIFE INSURANCE CO.	31,960
AMPHENOL BORG ELECTRONICS CORP.	37,672
AMPRUF PAINT CO. OF N. J.	
Paint	39,558
AMSTEL AMERICAN CORP.	
Amstel Beer	84,570
ANCHOR POST PRODUCTS INC.	
Anchor Fence	34,992
ANDREA RADIO CORP.	
Television	53,461
ANHEUSER-BUSCH INC.	996,641
Bud Syrup	12,172
Budweiser Beer	848,351
Budweiser & Michelob Beer	2,317
Busch Bavarian Beer	125,767
Institutional	8,034
APPALACHIAN ELECTRIC POWER CO.	100,064
ARIADNE CRUISE LINES	44,152
ARIZONA BREWING CO.	
A-1 Beer	141,261
ARIZONA PUBLIC SERVICE	35,763
ARKANSAS LOUISIANA GAS CO.	79,027
ARKANSAS POWER & LIGHT CO.	33,128
ARKANSAS RICE GROWERS CO-OPERATIVE ASSN.	
Riceland Rice	41,992
ARMOUR & CO.	2,053,573
Armour Beef Stew & Chili	57,572
Armour Canned Meats	35,696
Armour Corned Beef Hash	41,075
Armour Frozen Turkey Products	33,258
Armour Hasty Hearth	4,184
Armour Meat Products	801,668
Armour Poultry Products	19,464
Chiffon Liquid Detergent	368,912
Cloverbloom Butter	25,910
Cloverbloom Margarine	39,619
Dash Dog Food	387,117
Dash Gravy	6,575
Dial Soap	1,497
Mayflower Butter	4,362
Mayflower Cottage Cheese	931
Mayflower Dairy Products	1,474
Mayflower Ice Cream	515
Mayflower Milk	3,741
Mayflower Sour Cream	462
Miss Wisconsin Cheese	5,500
Pan-O-Gold Chicken Products	16,703
Princess Dial	72,240
Treet	20,698
Vertagreen	104,400
ARMSTRONG CORK CO.	
Floor Covering	86,218
ARMSTRONG RUBBER CO.	
Tires	58,249
ARNOLD BAKERS INC.	182,508
Baking Products	58,523
Bread	71,923
Crackers	45,085
Rolls	1,918
Stuffin'	5,059
ARROW LIQUEURS CORP.	109,843
Brandy	3,693
Creme De Menthe	876
Vodka	105,274
ARTISTIC CARD CO.	48,706
Artistic Greeting Cards	44,449
Hycrest Card Co., Inc.	4,257
ASHLAND OIL & REFINING CO.	83,989
ASK MR. FOSTER TRAVEL SERVICE INC.	68,291
ASSOCIATED BULB GROWERS OF HOLLAND	35,508
ASSOCIATED HOSPITAL SERVICE AND MEDICAL ASSN. OF PHILADELPHIA	125,294
ASSOCIATED HOSPITAL SERVICE, INC. MILWAUKEE & SURGICAL CARE, THE BLUE SHIELD PLAN OF THE MEDICAL SOCIETY OF MILWAUKEE COUNTY	33,564
ASSOCIATED HOSPITAL SERVICE OF CAPITAL DIST., ALBANY & NORTHEASTERN NEW YORK MEDICAL SERVICE INC.	36,674
ASSOCIATED HOSPITAL SERVICE OF NEW YORK	97,810
ASSOCIATED LABS INC.	43,422
5 Day Deodorant Pads	14,670
Vitamin Quota	28,752
ATALANTA PRODUCTS CORP.	108,499
Atalanta Ham	9,174
Atalanta & Krakus Ham	19,813
Atalanta-Krakus-Tala Hams	12,027
Cherry Star Tuna	3,786
Krakus Polish Ham	45,438
Tiger Cheese	16,880
Valio Cheese	1,381
ATCHISON, TOPEKA & SANTA FE RAILWAY SYSTEM	666,976
ATHENEUM PUBLISHERS	59,153
ATLANTA GAS LIGHT CO.	54,027
ATLANTIC CITY, N. J. Chamber of Commerce	74,675
ATLANTIC COAST LINE RAILROAD CO.	188,985
ATLANTIC CRUISE LINE INC.	120,343
ATLANTIC INSURANCE COMPANIES	48,158
ATLANTIC REFINING CO.	41,383
Heating Oil	32,348
Institutional	9,035
ATLANTIS SALES CORP.	818,217
French's Bird Foods	252,140
French's Black Pepper	2,468
French's Cake Decorations	9,658
French's Chicken Stock Base	1,319
French's Chili-O	33,049
French's Condiments	79,861
French's Extracts	4,102
French's Garlic Salt	12,398
French's Instant Mashed Potatoes	91,446
French's Minced Onions	4,739
French's Onion Salt	11,002
French's Oregano	3,081
French's Salad Lift	8,988
French's Scalloped Potatoes	25,705
French's Seasoning Salt	4,262
French's Sesame Seed	2,277
French's Spaghetti Sauce Mix	268,796
French's Vegetable Flakes	2,926
ATLAS CANNING CO., INC.	
Laddie Boy Dog Food	29,106
ATLAS SUPPLY CO.	921,138
Atlas Products	431,670
Atlas Tires	469,246
Perma-Guard	20,222
S. AUGSTEIN & CO.	
Sacony Fabrics	43,485
AUSTEX FOODS INC.	100,365
Beef Stew & Chili	35,002
Chili	30,856
Spaghetti & Meat Balls	13,085
Products	21,422
AUSTIN, NICHOLS & CO.	119,335
Fairfax County & Virginia Gentlemen Whiskey	462
Fairfax County Whiskey	1,087
Grant's Scotch Whisky	87,487
Mouquin Brandy	18,913
Virginia Gentleman Whiskey	1,136
Wild Turkey Whiskey	10,250
AUTO-EUROPE INC.	38,806
AVCO MFG. CORP.	46,529
AVIS-RENT-A-CAR SYSTEM	29,907
AVONDALE MILLS	
Cottons	44,090

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B. C. REMEDY CO.	
BC	28,323
BSR USA LTD.	
BSR Record Changer	29,680
BWB FOODS	
Grandma Brown's Beans	31,360
B. T. BABBITT INC.	375,526
Babbitt Products	45,633
Bab O	282,033
Bab-O Pads	17,504
Cameo Copper Cleaner	30,356
BACARDI IMPORTS INC.	
Rum	285,545
BADGER PAPER MILLS INC.	
Freshrap Waxed Paper	145,100
BAHAMAS DEVELOPMENT BOARD	121,437
BAKERS FRANCHISE CORP.	
Lite Diet Bread	126,323
BALI BRASSIERE CO.	29,070
BALL CLINIC INC.	36,189
P. BALLANTINE & SONS	
Beer	562,440
BALTIMORE GAS & ELECTRIC CO.	802,186
BALTIMORE & OHIO RAILROAD	
B & O	53,222
BALTIMORE PAINT & COLOR WORKS	
Gleem Paints	77,647
JOSEPH BANCROFT & SONS CO.	44,030
Ban-Lon	26,606
Everglaze Fabrics	17,424
BANKERS LIFE & CASUALTY CO.	103,746
BANKERS LIFE CO.	25,316
BARBASOL CO.	
Barbasol	63,418
BARCALO MFG. CO.	
Barcalounger	30,896
BARCLAY MFG. CO.	
Fiberglas Panels	51,325
BARCOLENE CO.	75,389
Bleach	33,260
Jet Starch	36,688
Liquid Detergent	5,441
V. A. BARRY CO.	25,949
Pilsner Urquell Beer	2,024
Primo Beer	23,925
BAR'S LEAKS WESTERN INC.	76,082
BARTON DISTILLING CO.	215,774
Barton Reserve Whisky	5,563
Colonel Lee Whisky	8,520
House of Stuart Scotch Whisky	2,044
Kentucky Gentlemen Whisky	142,926
Old Barton Whisky	21,649
Old Bourbon Hollow Whisky	5,392
Old Oklahoma Whisky	1,143
Pikeman Gin	2,537
Tom Moore Whisky	26,000
BASIC BOOKS INC.	37,015
Basic Books	32,306
Library of Science	4,709
BAYUK CIGARS INC.	102,063
John Ruskin	8,706
Phillies	93,357
BEACON CO.	875,660
All-Brands Wax Remover	32,935
Beacon Wax	842,725
JAMES B. BEAM DISTILLING CO.	690,029
Baranof Vodka	8,162
Beam's Bourbon Whisky	2,389
Beam's Choice Whisky	2,878
Beam's Choice & Jim Beam Whisky	6,663
Beam's Olympian & Jim Beam Whisky	4,514
Beam's Products	118,821
Beam's Whiskies	103,056
Chateau Vodka	1,169
Dark Eyes Vodka	30,660
Gilbey's Spey Royal Scotch Whisky	1,141
Jim Beam Whisky	408,452
Old Comiskey Whisky	2,124
BEATRICE FOODS CO.	530,228
Beatrice Foods	1,240
Clark Bar	265,780
Dannon Yogurt	13,879
Gebhart's Hot Dog Sauce	2,659
La Choy Products	134,296
La Choy Sauce	9,386
Meadow Gold Butter	3,280
Meadow Gold Cottage Cheese	6,962
Meadow Gold Dairy Products	24,644
Meadow Gold Egg Nog	3,792
Meadow Gold Ice Cream	20,460
Meadow Gold Ice Cream & Tropical Punch	630
Meadow Gold Milk	21,776
Meadow Gold Plan 900	5,583
Richardson Mints	15,861
BEAUNIT MILLS INC.	110,810
Beaunit Mills Inc.	10,659
Bemberg Yarn	51,990
Cupioni Farbics	48,161
BEECH-NUT LIFE SAVERS INC.	175,716
Beech-Nut Baby Foods	99,595
Beech-Nut Coffee	3,905
Beech-Nut Gum	3,612
Beech-Nut Products	1,614
Pine Brothers Cough Drops	66,990
BELL BRAND FOODS LTD.	87,988
Bell Corn Chips	26,592
Blue Bell Potato Chips	8,211
Tom Sawyer Nuts	53,185
BELL & CO.	
Bell-Ans	130,012
BELL & HOWELL CO.	28,999
Cameras	2,712
Movie Camera & Projector	26,287
BELL TELEPHONE CO. OF PENNSYLVANIA	335,928
BELMONT LABORATORIES	
Mazon Products	55,740
BELTONE HEARING AID CO.	
Hearing Aid	35,095
BENRUS WATCH CO.	
Watches	28,589
BERMUDA TRADE DEVELOPMENT BOARD	256,323
BERNSTEIN'S	32,820
Barbecue Sauce	15,138
Dressings	12,745
Dressings & Sauces	4,937
BERRY TOURS TRAVEL SERVICE	49,395
BETHLEHEM STEEL CO.	155,970
BEV-RICH CO.	79,927
BIGELOW-SANFORD CARPET CO.	
Carpets & Rugs	174,478
BIRD & SONS	
Floor Covering	135,392
BJELLAND & CO.	
King Oscar Sardines	39,921
WALTER J. BLACK INC.	887,357
Classics Club, Inc.	200,945
Detective Book Club	279,938
Readers Service Co.	406,474
STANLEY BLACKER ASSOCIATES	57,585
BLACKSTONE VALLEY GAS & ELECTRIC CO.	33,576
BLAIR LABS.	
Kerid	169,537
BLOCH BROS. TOBACCO CO.	202,764
Kentucky Club Tobacco	178,175
Mail Pouch Tobacco	24,589
BLUE BELL INC.	123,785
Coordinates	5,006
Wranglers Jeans	118,779
BLUE CHIP STAMP CO.	
Stamps	130,509
BLUE CROSS OF FLORIDA INC. & BLUE SHIELD OF FLORIDA INC.	90,608
BLUE CROSS OF NORTHEAST OHIO	26,400
BLUE CROSS & BLUE SHIELD (ALABAMA)	55,067
BLUE CROSS HOSPITAL SERVICE, INDIANAPOLIS & MUTUAL MEDICAL INSURANCE, INC.	90,788
BOBBIE BROOKS INC.	
Dresses	38,760
BOBBS-MERRILL CO.	
Books	37,633
BON AMI CO.	
Dust'n Wax	43,007
BONNIE HUBBARD KUPBOARD	58,058
BOOK-OF-THE-MONTH CLUB INC.	1,004,655
Book-of-the-Month Club Inc.	452,550
RCA Victor Album Club	312,263
RCA Victor Metropolitan Opera Record Club	2,355
RCA Victor Society of Great Music	67,882
Young Readers of America	169,605
BOOTH FISHERIES CORP.	
Frozen Fish Products	133,969
BORDEN CO.	1,756,511
Borden's Baby Diet	535
Borden's Butter	108
Borden's Buttermilk	33,096
Borden's Chateau Cheese	8,307
Borden's Cheeses	357,488
Borden's Cheese Spreads	13,325
Borden's Chocolate Milk	955
Borden's Coffee	1,183
Borden's Cottage Cheese	132,514
Borden's Cream	4,785
Borden's Cream Cheese	133,880
Borden's Dairy Products	58,344
Borden's Dip'N Chip	3,576
Borden's Dutch Chocolate Milk	15,319
Borden's Egg Nog	9,367
Borden's Egg Nog & Whipping Cream	2,694
Borden's Evaporated Milk	22,922
Borden's Fruit Drinks	2,911
Borden's Golden Whip	3,516
Borden's Gold-N-Del	71,697
Borden's Grated Cheese	4,686
Borden's Half & Half	2,268
Borden's Ice Cream	165,150
Borden's Instant Coffee	50,764
Borden's Lemonade	181
Borren's Mayonnaise	29,735
Borden's Milk	218,254
Borden's Nippy	120
Borden's Parmesan & Romano Cheese	48,914
Borden's Pimento Cheese	1,589
Borden's Products	47,635
Borden's Ready Diet	248,020
Borden's Sherbert	251
Borden's Skimmed Milk	3,828
Borden's Sour Cream	1,011
Borden's Whipped Cream	704
Gail Borden Milk	1,030
Lady Borden Ice Cream	5,082
Marcelle Preparations	4,464
None Such Mince Meat	1,275
Reid's Ice Cream	45,028
BORG-WARNER CORP.	392,234
Borg-Warner Fitxures	2,002
Long Mfg. Co.	10,421
Norge Dryer	77,348
Norge Dryer & Washer	18,054
Norge Products	11,074
Norge Ranges	5,779
Norge Refrigerator	100,311
Norge Refrigerator & Freezer	821
Norge Washer	33,006
York Air Conditioner	129,085
York Heating Equipment	4,333
BOSTON CONSOLIDATED GAS CO.	57,829
BOSTON EDISON CO.	52,486
BOSTON & MAINE RAILROAD	42,199
BOTANY INDUSTRIES INC.	294,864
Glenoit Fabrics	2,907
Richelieu Pearls	34,528
Tanfastic	83,405
Tansation	174,024
BOURJOIS INC.	27,953
Barbara Gould Preparations	3,512
Little Lady Preparations	24,441

National Newspaper Volume, 1959-'60

Source: Bureau of Advertising, ANPA

Compiled by Media Records

Classification	1960	1959	Per Cent Change
ALCOHOLIC BEVERAGES	$ 62,276,000	$ 62,300,000	——
Beers	12,625,000	13,907,000	— 9.2
Wines	1,637,000	1,469,000	+11.4
Liquors	48,014,000	46,924,000	+ 2.3
AMUSEMENTS	2,167,000	2,041,000	+ 6.2
AUTOMOTIVE	196,685,000	178,460,000	+10.2
Aviation	516,000	1,025,000	—49.7
Gasolines & Oils	22,891,000	25,999,000	—12 0
Parts & Accessories	1,097,000	1,963,000	—44.1
Passenger Cars (New)	113,963,000	96,461,000	+18.1
Tires & Tubes	9,234,000	9,568,000	— 3.5
Trucks & Tractors	2,964,000	3,331,000	—11.0
Miscellaneous Automotive	46,020,000	40,113,000	+14.7
EDUCATIONAL	2,281,000	2,000,000	+14.1
*FARM & GARDEN	9,450,000	——	——
*FOODS	138,090,000	——	——
Baby Foods	3,644,000	——	——
Baking Products	18,603,000	——	——
Beverages	21,961,000	——	——
Coffee & Tea	8,117,000	——	——
Soft Drinks	9,766,000	——	——
Miscellaneous Beverages	4,078,000	——	——
Cereals & Breakfast Foods	5,027,000	——	——
Condiments	10,103,000	——	——
Confections	2,200,000	——	——
Dairy Products	18,207,000	——	——
Frozen Foods	9,047,000	——	——
Meats & Fish	9,512,000	——	——
Pet Foods	7,513,000	——	——
Miscellaneous Foods	32,273,000	——	——
HOTELS & RESORTS	20,903,000	20,638,000	+ 1.3
*HOUSEHOLD FURNITURE & FURNISHINGS	4,812,000	——	——
*HOUSEHOLD SUPPLIES	19,694,000	——	——
Aluminum & Paper Products	3,691,000	——	——
Disinfectants & Insecticides	1,661,000	——	——
Fuel	1,733,000	——	——
Soaps, Cleansers, Polishes	12,247,000	——	——
Miscellaneous Household Supplies	362,000	——	——
*HOUSING EQUIPMENT	17,166,000	——	——
Air Conditioning	2,364,000	——	——
Fixtures	1,207,000	——	——
Heating Equipment	766,000	——	——
Major Electrical Appliances	6,643,000	——	——
Refrigerators & Freezers	2,713,000	——	——
Small Electrical Appliances	2,959,000	——	——
Miscellaneous Housing Equipment	514,000	——	——
INDUSTRIAL	16,471,000	20,638,000	—20.6
INSURANCE	17,008,000	15,589,000	+ 9.1
JEWELRY & SILVERWARE	1,737,000	1,123,000	+54.7
MEDICAL	23,653,000	24,114,000	— 1.9
*MISCELLANEOUS	32,313,000	——	——
PROFESSIONAL & SERVICE	1,575,000	1,259,000	+25.1
PUBLIC UTILITIES	23,340,000	23,677,000	— 1.4
*PUBLISHING & MEDIA	48,652,000	——	——
Books	11,444,000	——	——
Magazines	10,771,000	——	——
Newspapers	4,114,000	——	——
Radio & TV Stations	22,323,000	——	——
*RADIO, TV & PHONOGRAPHS	8,620,000	——	——
Radio & Tv Sets	5,915,000	——	——
Phonographs & Records	2,705,000	——	——
*SPORTING GOODS, CAMERAS & PHOTO SUPPLIES	7,395,000	——	——
TOBACCO	35,031,000	41,498,000	—15.6
Cigars	2,619,000	6,041,000	—56.6
Cigarets	31,907,000	34,814,000	— 8.4
Tobacco	351,000	491,000	—28.5
Miscellaneous Tobacco	154,000	152,000	+ 1.3
*TOILET REQUISITES	29,465,000	——	——
Dentifrices	3,607,000	——	——
Men's Toiletries	6,152,000	——	——
Perfumes & Cosmetics	11,231,000	——	——
Toilet Soaps	2,846,000	——	——
Miscellaneous Toilet Requisites	5,629,000	——	——
TRANSPORTATION	52,547,000	49,986,000	+ 5.1
Airways	31,508,000	31,382,000	+ 0.4
Bus Lines	4,292,000	2,447,000	+75.4
Railroads	5,042,000	6,328,000	—20.3
Steamships	5,909,000	4,794.000	+23.3
Tours	4,337,000	3,695,000	+17.4
Miscellaneous Transportation	1,459,000	1,340,000	+ 8.9
WEARING APPAREL	10,818,000	8,716,000	+24.1
GENERAL TOTAL	585,464,000	594,445,000	— 1.5
GRAND TOTAL	$782,149,000	$772,905,000	+ 1.2

*Because of a revision of Media Records classifications as of January, 1960, figures for 1959 were omitted in those categories marked with an asterisk, since they are not exactly comparable for the two years 1960-1959.

NOTE: Figures do not include advertising production costs.

THE HOUSTON CHRONICLE

MORE

The Chronicle Starts MORE Grocery Carts Moving
Than Any Other Newspaper in Houston

In 1960, The Chronicle Published More General Food Advertising Than Both Other Houston Newspapers Combined

TOTAL GENERAL FOOD LINAGE

Chronicle . . . . 728,541 Lines

Post . . . . . 526,423 Lines

Press . . . . . 97,182 Lines

In Retail Grocery Advertising, Too, The Chronicle Leads Both Other Houston Newspapers

The Reason . . .

Results!

Source: Media Records, 1960

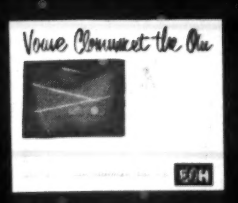
THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Branham Company — National Representatives

The Chronicle is a Must Buy because:

Member The TEXAS GROUP

In Houston, The Chronicle Reaches More People



In Houston, The Chronicle Carries More Advertising

In Houston, The Chronicle Sells More Merchandise

BOWMAN DAIRY CO.	141,024
Coolers	10,837
Cottage Cheese	40,160
Cottage Cheese & Milk	1,141
Dairy Products	27,733
Dips	2,484
Egg Nog	12,644
Ice Cream	4,142
Ice Cream & Sta-Slim	2,811
Milk	5,886
Milk & Sour Cream	540
Milk & Sta-Slim	27,351
Sour Cream	5,295
BOYD COFFEE CO.	
Coffee	30,305
WALTER N. BOYSEN CO.	
Paints	28,852
E. J. BRACH & SONS	
Candies	202,660
BRANDYWINE MUSHROOM CO.	
Mushrooms	48,538
BRANIFF INTERNATIONAL AIRWAYS	838,641
GEORGE BRAZILLER INC.	73,968
Book Find Club	42,381
George Braziller Inc.	31,587
BREAST O'CHICKEN TUNA INC.	203,689
Breast O'Chicken Tuna	198,456
Purr Cat Food	5,233
JOS. BRECK & SONS CORP.	
Seeds & Bulbs	85,113
JOHN H. BRECK INC.	243,093
Shampoo	164,047
Preparations	79,046
BRESLER ICE CREAM CO.	31,881
H. C. BRILL CO. INC.	31,647
Brown Betty	515
Macaroni Dinner	9,509
Spanish Rice	8,082
Products	13,541
BRILLO MFG. CO.	445,801
Brillo	387,534
Dobie Pad	58,267
BRIMM'S PLASTI-LINER CO.	63,895
Denturite	8,749
Plasti-Liner	55,146
BRISTOL-MYERS CO.	1,785,538
Ammens Powder	145,976
Assure	8,987
Bufferin	43,160
Clairol Loving Care	184,636
Clairol Preparations	198,077
Clairol Shampoo	21,411
Count Four	8,006
Excedrin	108,536
Fortisun	39,146
Ipana Tooth Paste	39,223
Lady Clairol Preparations	39,813
Miss Clairol Hair Color Bath	685,817
Mum	25,702
Pazo	120,341
Shut Eye	9,657
Vitapointe Preparations	101,341
Products	5,709
BRITISH & IRISH RAILWAYS	45,045
BRITISH MOTORS CORP.	785,322
Austin Cars	40,664
Austin-Healey Cars	53,319
Austin-Healey & MG Cars	33,261
Austin-Healey & Morris Cars	35,164
British Motor Corp. Cars	140,387
MG Cars	88,613
MG & Morris Cars	16,391
Morris Cars	314,741
Rolls Royce Cars	48,610
Sprite Cars	14,172
BRITISH OVERSESAS AIRWAYS CORP.	782,001
B.O.A.C.	730,864
B.W.I.A.	51,137
BRITISH TRAVEL ASSN.	80,612
BROOKE BOND TEA CO.	76,855
Red Rose Coffee & Tea	8,543
Red Rose Tea	64,163
Red Rose Tea & Instant Tea	4,149
BROOKLYN UNION GAS CO.	175,442
EZRA BROOKS DISTILLING CO.	
Whisky	52,864
BROWN-FORMAN DISTILLERS CORP.	2,223,555
Early Times Whisky	1,024,329
Jack Daniel's Whisky	250,333
Old Forester Whisky	916,320
Usher's Scotch Whisky	32,573
BROWN SHOE CO.	250,225
Air Step Shoes	74,379
Buster Brown Shoes	44,405
Life Stride Shoes	58,869
Naturalizer Shoes	72,572
J. T. S. BROWN SONS CO.	29,111
Lewis 66 Reserve Whiskey	3,565
Old J.T.S. Brown Whiskey	25,546
BROWN & WILLIAMSON TOBACCO CORP.	4,316,227
Belair	1,174,788
DuMaurier	7,653
Kentucky Kings	1,727,463
Kool & Raleigh	822
Kool & Viceroy	811
Life	30,900
Raleigh	4,373
Viceroy	1,369,417
BROWN'S VELVET DAIRY	
PRODUCTS INC.	57,278
Buttermilk & Milk	6,180
Dairy Products	3,360
Ice Cream	34,924
Milk	6,637
Sherbet	6,177
E. L. BRUCE CO.	
Wax Products	232,215
BRUNSWICK CORP.	203,483
BUBBLE UP CORP.	51,381
BUCKINGHAM CORP.	
Cutty Sark Scotch Whisky	672,809
BULOVA WATCH CO.	981,137
Radio	187,296
Watches	793,841
BUREAU OF ENGRAVING	
Art Instruction, Inc.	184,154
BURGER BREWING CO.	
Beer	114,866
BURGESS VIBROCRAFTERS INC.	
BVI Paint Sprayer	42,470
BURLINGTON INDUSTRIES INC.	258,461
Burlington Fabrics	23,941
Burlington Work Clothes	159
Galey & Lord Fabrics	26,062
Klopman Fabrics	72,404
Pacific Mills Fabrics	9,690
Princeton Mills	22,200
Raeford Fabrics	53,187
Sidney Blumenthal Fabrics	50,818
W. ATLEE BURPEE CO.	
Seeds	84,166
BURTON-DIXIE CORP.	198,152
BUSINESS MEN'S ASSURANCE CO. OF AMERICA	35,176
BUTTER KRUST BAKERIES, INC.	
Bread	45,362

C

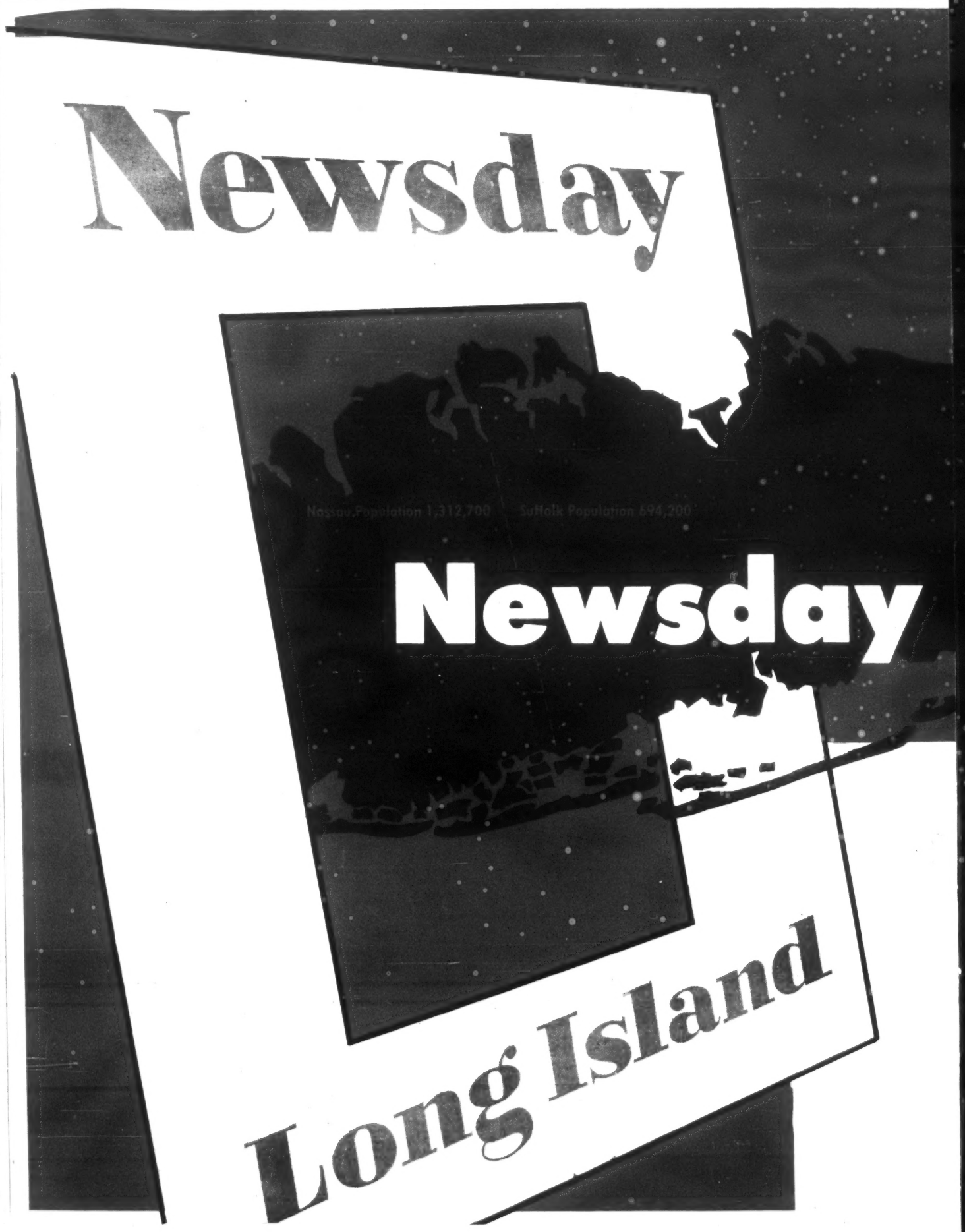
JOHN E. CAIN CO.	
Condiments	32,990
CALIFORNIA FROZEN JUICE CO.	
Knott's Berry Farm Frozen Boysenberry Juice	46,999
CALIFORNIA PACKING CORP.	1,208,514
Del Monte Catsup	168,948
Del Monte Catsup & Fruit	4,536
Del Monte Fruits	18,929
Del Monte Fruits & Juices	351,225
Del Monte Products	80,237
Del Monte Prune Juice	4,026
Del Monte Vegetables	580,613
CALIFORNIA RAISIN ADVISORY BOARD	142,083
CALIFORNIA-WESTERN STATES LIFE INSURANCE CO.	29,245
CALIFORNIA WINE ADVISORY BOARD	166,406
CALIFORNIA & HAWAIIAN SUGAR REFINING CO.	
C & H Sugar	356,691
CALORIC APPLIANCE CORP.	32,805
Kitchens	10,804
Ranges	22,001
CALSO WATER CO.	33,429
CALTEX DISTRIBUTORS INC.	
Pasitabs	26,519
CAMPBELL SOUP CO.	4,619,378
Campbell's Barbecue Beans	5,658
Campbell's Beans	254,544
Campbell's Beans & Franks	6,662
Campbell's Frozen Soups & Swanson Products	128,005
Campbell's Products	3,804
Campbell's Soups	1,826,452
Campbell's Tomato Juice	50,494
Franco-American Chicken & Beef Gravy	16,702
Franco-American Gravy	437,102
Franco-American Products	8,472
Franco-American Sauces	117,346
Franco-American Spaghetti	121,333
Swanson Frozen Meat Pies	36,279
Swanson Potatoes Au Gratin	3,765
Swanson Products	2,804
Swanson TV Dinners	1,442,433
V-8 Vegetable Juice	157,523
HARRY T. CAMPBELL'S SONS CORP.	
Sakrete	111,631
CANADA DRY CORP.	990,507
Canada Dry Beverages	533,805
Canada Dry Vodka	21,362
Canada Dry Whisky	204,943
Hi-Spot	3,450
Johnnie Walker Scotch Whisky	199,018
Pedro Domecq Brandy	27,929
CANADA STEAMSHIP LINES LTD.	68,429
CANADIAN BREWERIES, LTD.	244,722
Carling's Ale & Beer	4,996
Carling's Black Label Beer	201,877
Carling's Black Label & Red Cap Ale	31,095
Carling's Red Cap Ale	505
Heidelberg Beer	1,427
Stag Beer	4,822
CANADIAN GOVERNMENT TRAVEL BUREAU	592,709
CANADIAN NATIONAL RAILWAYS	692,847
Canadian National	402,782
Grand Trunk	48,542
Trans-Canada Air Lines	241,523
CANADIAN PACIFIC RAILWAY CO.	564,569
Canadian Pacific Airlines	263,728
Canadian Pacific Railroad	299,206
Canadian Pacific Steamships	1,635
CANAM SALES CO.	41,484
CANAVERAL GROVES INC.	
Real Estate Development	44,467
JOHN B. CANEPA CO.	
Red Cross Macaroni Products	62,105
A. J. CANFIELD CO.	40,827

PUBLICITY

in 2093 Cities!

Send for a copy of FEATURE Magazine, America's prime publicity medium. It reaches **all** editors in the 2093 largest cities of the U.S. with your feature releases. Hailed by Newsweek! Used by scores of major companies and top PR firms. On your letterhead, please.

CENTRAL FEATURE NEWS, INC.
1475 BROADWAY, N. Y. 36



CANNON MILLS INC.	94,152
Drapes & Spreads	93,281
Stockings	871
CANTERBURR KNITTERS LTD.	26,062
CANUTE CO.	
Water	28,432
CAPE COD CHAMBER OF COMMERCE	28,450
CAPITAL AIRLINES	
Capital	904,501
CAPP HOMES	32,272
CARAVAN TOURS	87,799
CARBISULPHOIL CO.	
Foille	31,429
CAREY SALT CO.	33,095
CARGILL INC.	
Nutrena Dog Food	56,744
CARIBBEAN CRUISE LINE	121,158
CARILLON IMPORTERS LTD.	77,654
Antiquary Scotch Whisky	25,954
Bardinet Brandy	12,529
Bardinet Cordials	436
Gold Leaf Cognac	9,631
Grand Marnier Liqueur	14,280
V.O.L. Scotch Whisky	14,824
CARLSBERG AGENCY	
Beer	39,366
CARNATION CO.	661,002
Albers Muffin Mix	29,470
Albers Pancake & Waffle Mix	73,061
Carna-Cal 900	8,804
Carnation Dairy Products	53,576
Carnation Evaporated Milk	67,625
Carnation Ice Cream	152
Carnation Instant Dry Milk	26,055
Carnation Milk	13,978
Carnation Products	320,227
Carnation Products Institutional	1,427
Friskies Cat Food	11,726
Friskies Dog Food	23,964
Friskies Meal	100
Morning Evaporated Milk	16,765
Simple Simon Frozen Pies	2,565
Topic	11,507
CAROLINA POWER & LIGHT CO.	55,959
CARRIER CORP.	224,666
Bryant Air Conditioner	20,993
Bryant Heaters	1,595
Carrier Air Conditioner	123,347
Carrier Air Purifier	4,742
Carrier Corp. Institutional	72,403
Carrier Furnace	1,586
CARRINGTON & CO.	41,856
Canada House Whisky	39,966
Carrington Whisky	1,890
CARS OVERSEAS INC.	30,269
CARTAN TRAVEL BUREAU INC.	
Tours	75,380
CARTER PRODUCTS INC.	293,341
Carter's Little Pills	230
Colonaid	244,491
Mayonette	41,301
Nair	1,659
Rise	5,660
CASSER TOURS	52,052
CATHOLIC KNIGHTS OF ST. GEORGE	26,077
CELANESE CORP. OF AMERICA	254,993
Arnel	155,016
Celanese	40,688
Institutional	54,679
Plastics	4,610
CENTRAL DRUG CO.	
Diaper Pure	46,506
CENTRAL HUDSON GAS & ELECTRIC CORP.	31,064
CENTRAL ILLINOIS LIGHT CO.	119,056
CERIBELLI & CO.	
Brioschi	52,898
CERTIFIED STORE BROADCASTING CO.	52,787
CHECKER MOTORS CORP.	
Superba Motor Car	31,755
CHEMICAL COMPOUNDS INC.	
STP	78,601
CHEMSTRAND CORP.	372,456
Acrilan	283,308
Chemstrand Nylon	89,148
CHEMWAY CORP.	25,147
Atrix Hand Cream	6,982
Oven Stick Cleaner	13,993
Pantene Hair Lotion	3,749
Sentor	423
CHERRY GROWERS INC.	
Reddi-Maid Jellied Cherry Sauce	91,767
CHESAPEAKE & OHIO RAILWAY CO.	32,182
CHESAPEAKE & POTOMAC TELEPHONE CO.	458,188
CHESEBROUGH-POND'S, INC.	888,105
Pertussin	7,263
Pollyderm Preparations	24,757
Pond's Preparations	187,612
Prince Matchabelli Preparations	13,110
Seaforth Preparations	11,599
Seaforth Shave Lotion	2,346
Vaseline Hair Tonic	641,418
CHICAGO AMERICAN PUBLISHING CO.	214,976
CHICAGO, BURLINGTON & QUINCY RAILROAD	192,993
CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RAILROAD	110,359
CHICAGO & NORTHWESTERN RAILWAY	29,408
CHICAGO, ROCK ISLAND & PACIFIC RAILROAD CO.	68,067
CHICAGO TRIBUNE	59,900
CHICKEN OF THE SEA INC.	225,482
Capt. Kitt Cat Food	54,274
Chicken of the Sea Oyster Stew	4,322
Chicken Of The Sea Tuna	128,561
White Star Tuna	29,829
Willapoint Oysters & Stew	8,496
CHILTON CO.	70,351
CHILTON GREETINGS CO.	
Cards	39,698
CHOCK FULL O'NUTS CORP.	
Coffee	195,391
CHRYSLER CORP.	18,091,428
Chrysler Airtemp	165,493
Chrysler Cars	2,558,624
Chrysler Corp. Cars	22,548
Chrysler & Dodge Cars	5,879
Chrysler Engines	1,618
Chrysler & Imperial Cars	121,387
Chrysler & Plymouth Cars	45,584
Chrysler & Valiant Cars	8,439
Dart Cars	102,441
De Soto Cars	661,793
De Soto & Dodge Cars	1,741
De Soto & Plymouth Cars	78,471
Dodge Cars	4,005,580
Dodge Dart & Lancer Cars	12,060
Dodge & Lancer Cars	53,285
Dodge & Plymouth Cars	39,061
Dodge & Simca Cars	11,705
Dodge Trucks	32,014
Imperial Cars	652,386
Imperial & Plymouth Cars	18,042
Lancer Cars	272,372
Plymouth Cars	2,370,238
Plymouth, De Soto, Valiant Cars	770
Plymouth & Simca Cars	1,252
Plymouth & Valiant Cars	1,752,906
Simca Cars	430,827
Simca & Valiant Cars	2,605
Valiant Cars	3,445,660
Institutional	1,216,647
CHURCH & DWIGHT CO.	
Arm & Hammer Washing Soda	384,812
CINCINNATI GAS & ELECTRIC CO.	87,825
CINCINNATI & SUBURBAN BELL TELEPHONE CO.	113,229
CIRCLE LINE SIGHTSEEING YACHTS INC.	54,985
CIT TRAVEL SERVICE INC.	39,073
CITADEL PRESS	31,669
CITIES SERVICE CO.	162,087
Gasolines & Oils	154,291
Heating Oil	1,179
Institutional	6,617
CITIZENS GAS & COKE UTILITY	72,274
CITROEN CARS CORP.	95,896
Citroen Cars	79,013
Panhard Cars	16,883
CLARK BROS. CHEWING GUM CO.	89,696
CLARK-CLEVELAND INC.	632,452
Fasteeth	590,134
Kurb	42,318
CLARK OIL & REFINING CORP.	69,205
Gasolines & Oils	66,698
Super Heat Fuel Oil	2,507
CLICQUOT CLUB CO.	28,485
CLIMALENE CO.	39,652
Bowlene	24,456
Climalene	15,196
CLING PEACH INDUSTRY OF CALIFORNIA	49,535
CLIPPER LINE INC.	39,541
CLUB ALUMINUM PRODUCTS CO.	
Cookware	119,207
CLUETT, PEABODY & CO.	
Arrow Shirts	171,413
COCA-COLA CO.	956,556
Coca-Cola	878,573
Sparkling, New & Veep	77,983
COLDWATER SEAFOOD CORP.	41,631
Fresher Brand Fish	5,192
Icelandic Fish Products	36,439
COLE STEEL EQUIPMENT CO.	
Dictater	25,427
COLEMAN CO.	41,981
Air Conditioner	4,704
Heating Equipment	10,887
Snow-Lite Cooler & Jug	26,390
COLGATE-PALMOLIVE CO.	4,560,161
Ad	1,115
Cashmere Bouquet Soap	69,217
Choice	50,994
Colgate Dental Cream	1,257,876
Colgate Dental Cream & Wildroot Hair Tonic	46,038
Colgate Family Toiletries	191,040

By any measure... population... income... sales... in size and importance, Nassau-Suffolk, Long Island—with a population of more than 2,000,000—is fifth in the big city list of the nation's markets. Nassau-Suffolk has the highest consumer spendable income per family among top cities in the United States—$8,605 per household. More than two-thirds of its 700,000 gainfully employed residents are employed locally.

Newsday, now the country's 14th largest evening newspaper, is the only daily paper published and distributed exclusively in this great market. Newsday's circulation tops 330,000 daily net paid, 88% home delivered. No other paper can match this coverage.

Newsday carries more advertising than any New York City daily newspaper, morning or evening—39,055,000 lines in 1960.* Join the satisfied advertisers who know that only Newsday is big enough to do their selling job in Nassau-Suffolk—America's fifth city. Tell it—and sell it—to Long Islanders in Newsday.

*Source: Media Records. Figure adjusted to eliminate general, automotive and classified linage counted twice by Media Records.

Alicia Patterson, Editor and Publisher • Executive Offices, Garden City, Long Island, N.Y. • Represented Nationally by Kelly-Smith Co.

New London-Groton-Norwich BURGEONING Metro Area!

New London-Groton-Norwich is 2nd-fastest growing Metro Area in New England. (US Census 1960) And New London gives you the highest Retail Sales per household of *any* Connecticut city of 25,000 or over.* Get the "cream" of this rich Metro market with *The Day*. Total circulation now 28,610.

* SM '60 Survey

The Day

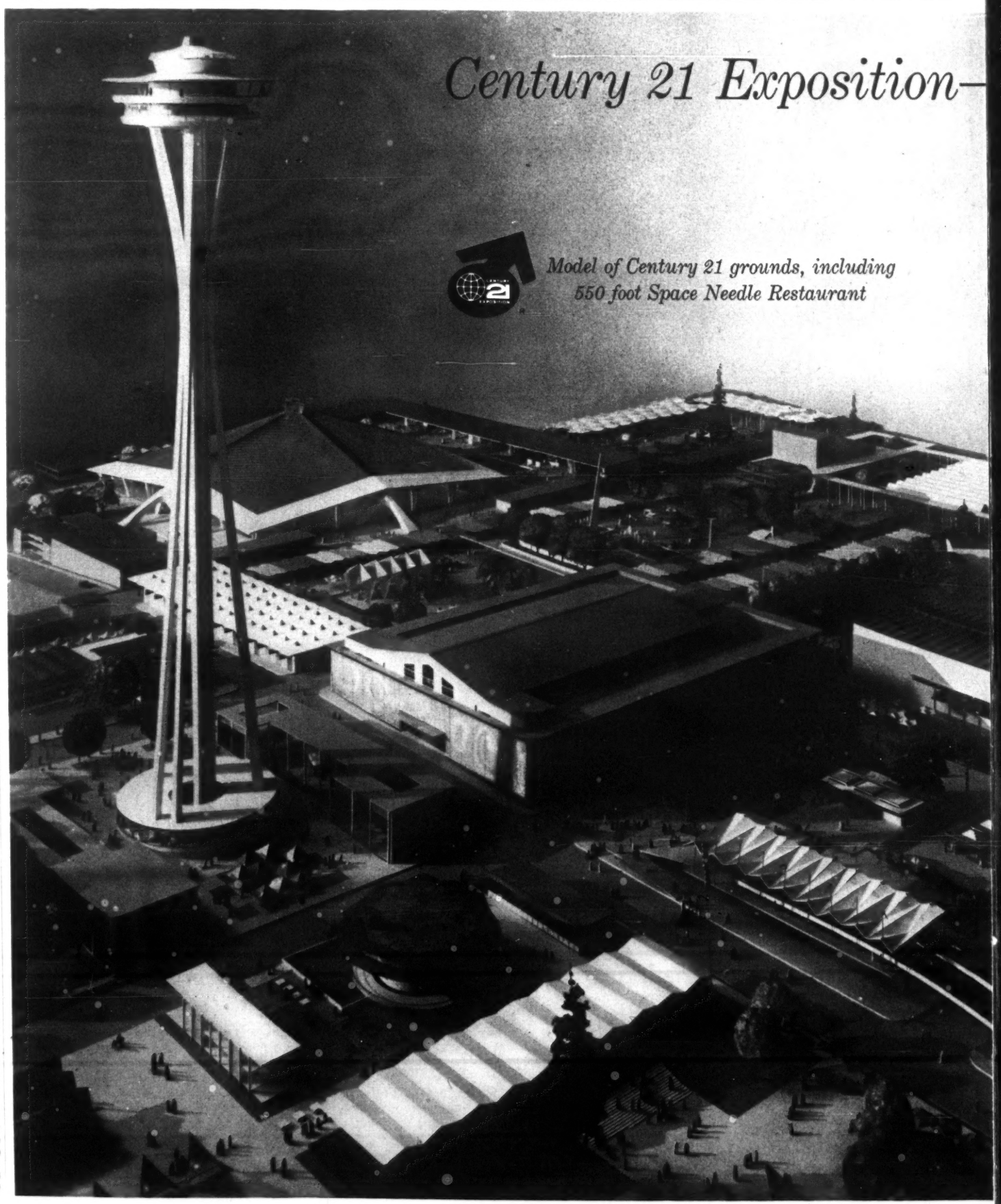
NEW LONDON, CONNECTICUT

National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.

Colgate Instant Shave	242,473
Colgate Instant Shave & Schick Blades & Razors	7,413
Colgate-Palmolive Products	290,934
Colgate Toothbrush	10,688
Dermassage	361,593
Diar-Aid	9,856
Driacol	1,688
Fab	1,636
Florient	321,510
Halo Shampoo	450,792
Lustre-Creme Preparations	378
Palmolive	701,067
Poise Deodorant	48,426
Spree	8,494
Super Suds	94,639
Veto	371,820
Wildroot Hair Tonics	20,474
COLLINS & AIKMAN CORP.	77,522
HAL COLLINS CO.	
Baker's Hair Tonic	83,547
COLOMBIA COFFEE BUREAU	
Coffee	408,746
COLOMBIAN NATIONAL AIRLINES	
Avianca	172,807
COLONIA INC	
4711 Preparations	54,332
COLONIAL BAKING CO.	42,324
Bread	40,649
Products	1,675
COLORADO OIL & GAS CORP.	
Derby Refining Co.	46,208
COLPITTS TOURIST CO.	27,691
COLUMBIA BROADCASTING SYSTEM	2,254,524
Columbia Broadcasting System	1,292,950
Columbia Phonograph	106,263
Columbia Record Club	752,718
Columbia Records	62,963
Panorama Colorslide Travel Program	39,630
COLUMBIA GAS SYSTEM	93,009
Columbia Gas System	14,516
Manufacturers Light & Heat Co.	32,028
United Fuel Gas Co.	46,465
COLUMBIA TOURS INC.	26,058
COLUMBUS COATED FABRICS CORP.	
Wall-Tex	58,878
COLUMBUS GAS CO.	41,534
COLUMBUS & SOUTHERN OHIO ELECTRIC CO.	93,624
COMBE CHEMICAL INC.	211,469
Espotabs	62,445
Scratcher	102,924
Sulfodene	46,100
COMET RICE MILLS	
Rice	96,425
COMMERCIAL TRAVELERS MUTUAL ACCIDENT ASSN.	110,197
COMMONWEALTH EDISON CO.	380,264
COMMONWEALTH OF PUERTO RICO ECONOMIC DEVELOPMENT ADMINISTRATION	319,657
Commonwealth of Puerto Rico	128,354
Puerto Rican Rum	191,303
COMPAGNIE GENERALE TRANS-ATLANTIQUE FRENCH STEAMSHIP LINE	250,276
COMSTOCK FOODS INC.	
Pie Fillings	63,186
CONE MILLS INC.	97,869
Fabrics	67,830
Towels	30,039
CONGOLEUM-NAIRN INC.	260,538
Floor Covering	222,668
Forecast Vinyl Floors	37,870
CONNECTICUT BLUE CROSS INC.	51,473
CONNECTICUT DEVELOPMENT COMMISSION	55,353
CINNECTICUT LIGHT & POWER CO.	30,499
CONSOLIDATED CIGARS SALES CO.	949,251
Dutch Masters	24,753
El Producto	324,844
La Palina	164,738
Lovera	65,548
Muriel	369,368
CONSOLIDATED DAIRY PRODUCTS CO.	78,005
Darigold Butter	23,112
Darigold Cottage Cheese	300
Darigold Dip & Dressing	1,316
Darigold Dry Milk	2,807
Darigold Evaporated Milk	2,552
Darigold Ice Cream	3,034
Darigold Milk	11,603
Darigold Products	33,281
CONSOLIDATED EDISON CO. OF NEW YORK	
Con Edison	423,785
CONSOLIDATED ELECTRONICS INC.	
Sessions Clock	71,250
CONSOLIDATED FOODS CORP.	482,816
Blossom Cottage Cheese	697
Blossom Dairy Egg-Nog	709
Blossom Dairy Products	1,187
Blossom Ice Cream	1,424
Blossom Milk	4,993
Brown Beauty Beans	11,408
Brown Beauty Spanish Rice	6,794
Sara Lee Baking Products	17,104
Sara Lee Frozen Cakes	245,228
Sara Lee Frozen Chicken Products	130,467
Sara Lee Frozen Foods	62,805
CONSOLIDATED NATURAL GAS CO.	
East Ohio Gas Co., The	195,498
CONSOLIDATED ROYAL CHEMICAL CORP.	80,326
Kolor Bak	78,898
Krank's Super Shave	1,428
CONSUMER LABORATORIES	110,729
Oragen	49,778
Pronite	6,931
Tirend	54,020
CONSUMERS POWER CO.	32,993
CONTADINA FOODS	83,840
Contadina Foods	1,067
Contadina Pizza Pie Mix	82,773
CONTINENTAL AIR LINES INC.	1,257,001
CONTINENTAL BAKING CO.	1,767,525
Cobakco Bread	2,276
Continental Baking Products	1,380
Continental Bread	7,094
County Fair Bread	23,841
County Fair Products	9,537
Daffodil Farm Bread	60,869
Hostess Bakery Products	52,510
Hostess English Muffins	11,283
Hostess Handi-Pie	27,913
Morton Frozen Baking Products	95,329
Morton Frozen Biscuits	12,162
Morton Frozen Dinners	81
Profile Bread	215,654
Profile Buns	3,000
Round-Up Bread	29,223
Staff Bread	28,700
Wonder Baking Products	264,095
Wonder Bread	891,231
Wonder Brown-N-Serve	6,762
Wonder Buns	11,804
Wonder Magic-Mix	7,772
Wonder Rolls & Buns	5,009
CONTINENTAL CAN CO.	65,010
Continental Can Co.	1,545
Bondware Paper Products	63,465
CONTINENTAL CASUALTY CO.	107,401
CONTINENTAL OIL CO.	361,493
Conoco Anti-Freeze	1,199
Conoco Gasolines & Oils	360,294
COOK CHEMICAL CO.	
Real Kill	288,121
THOMAS COOK & SON	249,373
COOPER INC.	
Jockey Underwear	347,019
COOPER TIRE & RUBBER CO.	
Tires	29,773
WILLIAM COOPER & NEPHEWS INC.	
Pulvex Products	62,522
ADOLPH COORS CO.	
Beer	33,202
CORN PRODUCTS CO.	4,498,483
Best Foods Mayonnaise	3,537
Bosco Chocolate Drink	6,491
Hellmann's Dressings	187,360
Hellmann's Mayonnaise	561,283
H-O Cream Farina	34,693
H-O Oats	95,803
Karo Syrup	645,375
Kasco Dog Food	92,326
Mazola Oil	1,213,594
Mazola Margarine	245,571
Niagara Starch	568,135
Nucoa Margarine	252,472
Nu-Soft	9,164
Old Manse Syrup	6,697
Presto Cake Flour	37,273
Shinola Shoe Polish	164,260
Skippy Peanut Butter	374,449
CORNELL-DUBILIER ELECTRIC CORP.	
CDR Rotor Antenna	25,616
COTT BEVERAGE CORP.	
Beverages	285,229
COURTAULDS INC.	89,083
Corval & Topel	200
Fabrics	72,697
King Louie Shirts	16,186
COWARD-McCANN INC.	43,193
COWLES MAGAZINES	
Look	450,405
CREAMETTE CO.	
Creamettes Macaroni Products	77,621
CREOMULSION CO.	
Creomulsion	89,950
CROMPTON-RICHMOND CO.	
Fabrics	77,953
CROSSE & BLACKWELL CO.	136,555
Dessert Rolls	29,046
Egg Nog	3,371
Mince Meat	30,485
Orange Juice	6,090
Products	24,742
Relish	42,821
CROTON WATCH CO.	
Watches	41,224
THOMAS Y. CROWELL CO.	27,722
CROWLEY DAIRY CO.	43,813
CROWN PUBLISHERS	52,838
CROWN ZELLERBACK CORP.	
Zee Paper Products	117,549
CUBANA DE AVIACION	
Airlines	51,719
CUBAN TOURIST COMMISSION	74,807
CUDAHY PACKING CO.	253,381
Bar-S Meat Products	211,623
Cudahy Meat Products	29,140
Virginia Reel Meat Products	12,618
PATRICK CUDAHY INC.	
Meat Products	169,932
CUNARD STEAMSHIP CO.	537,119
CURTIS PUBLISHING CO.	1,972,178
American Home	45,632
Holiday	133,218
Ladies' Home Journal	655,715
Saturday Evening Post	1,137,613

D

D.C. TRANSIT SYSTEM INC.	104,727
Bus Transport	34,160
Trans Caribbean Airways	70,567
DCA FOOD INDUSTRIES INC.	86,955
DCA Food Industries Products	6,434
Downyflake Frozen Muffins	22,984
Gold Mine Ice Cream	57,537
DKW AMERICAN INC.	
Auto Union & DKW Cars	118,027
DAIRYMEN'S COOPERATIVE SALES ASSN.	30,366
Cottage Cheese	6,502
Ice Cream	12,054
Milk	2,904
Products	8,906
DAIRYMEN'S LEAGUE COOPERATIVE ASSN.	59,089
Egg Nog	3,847
Ice Cream	10,995
Milk	44,247
DAISY MFG. CO.	
Air Rifles	53,477
DALLAS POWER & LIGHT CO.	84,675
H. DAROFF & SONS	84,621
Botany 500 Suits	45,442
House of Worsted-Tex	39,179
DAVOL RUBBER CO.	
Nurser	113,600
DAYTON POWER & LIGHT CO.	31,007
DAYTONA BEACH RESORT AREA, DAYTONA BEACH, FLA.	30,346
DEAN MILK CO.	404,679
Dean's Cottage Cheese	39,695
Dean's Cottage Cheese & Milk	11,986
Dean's Dairy Prods.	59,483
Dean's Dip & Dressing	21,473
Dean's Egg Nog	16,232
Dean's Half & Half	16,232
Dean's Ice Cream	78,773
Dean's Milk	67,378
Dean's Sour Cream	22,209
Vim	55,501
Wilson's Evaporated Milk	15,717
DECORATIVE SHOWROOMS GUILD	34,682
DEERING, MILLIKEN & CO.	
Fabrics	53,472
DEJUR-AMSCO CORP.	34,281
Dejur Cameras	17,144
Stenorette	17,137
DELAWARE, LACKAWANNA & WESTERN RAILROAD CO.	46,629
DELIGHTFORM FOUNDATIONS	
Bra	30,523



DELTA AIR LINES	2,449,142
DENMARK CHEESE ASSN.	
Danish Blue Cheese	77,548
DESOTO CHEMICAL CO.	
Gator Roach Hives	27,460
DETROIT EDISON CO.	178,700
DETROIT NEWS	42,547
E. C. DE WITT & CO.	197,313
De Witt's Cough Medicine	15,488
De Witt's Gum Lotion	2,616
De Witt's Pills	129,280
Manzan	49,929
DIAL PRESS CO.	29,445
DIAMOND CRYSTAL SALT CO.	144,629
DIAMOND NATIONAL CO.	60,269
Diamond Match	5,652
Neet-Heet Charcoal Briquets	54,617
DIAMOND WALNUT GROWERS INC.	
Walnuts	218,894
DISTILLERS CORP.-SEAGRAM'S LTD.	11,654,170
Allerest	39,143
B & G Wines	24,226
Brolio Wines	14,654
Calvert Gin	283,835
Calvert Reserve Whisky	1,507,776
Carstairs White Seal Whisky	765,190
Chivas Regal Scotch Whisky	21,663
Coldene	35,434
Fresh Deodorant	31,295
Four Roses Antique	960,336
Four Roses Whisky	1,010,556
Gallagher & Burton Black Label Whisky	83,095
Gallagher & Burton Black Label & White Label Whisky	2,953
Hunter Whisky	20,418
Kessler's Gin	40,033
Kessler's Whisky	412,794
Lord Calvert Whisky	565,352
Martell Brandy	4,016
Mumm's Champagne	29,070
Noilly-Pratt Vermouth	58,645
Old Lewis Hunter Whisky	41,892
Paul Jones Whisky	358,078
Seagram's Distillers Corp.—Institutional	132,588
Seagram's Gin	700,629
Seagram's 7 Crown Whisky	2,730,599
Seagram's V.O. Whisky	1,193,928
Ting	144,458
Tio Pepe	6,966
White Horse Scotch Whisky	243,063
Wilson Whisky	130,302
Wolfschmidt Vodka	61,183
DIXIE BREWING CO.	
Beer	26,514
DR. PEPPER CO.	132,060
DR. POSNER SHOE CO.	
Shoes	29,540
DODD, MEAD & CO.	
Books	68,348
DOEHLA, CO., HARRY	
Greeting Cards	45,046
DOLCIN CORP.	
Dolcin	128,557
DOMINICAN REPUBLIC PRESS SOCIETY	47,804
DORMEYER CORP.	
Appliances	94,450
DORMIN INC.	
Dormin	62,083
DOUBLEDAY & CO.	3,046,467
American Geographical Society	4,709
Around the World Program	275,196
Audubon Nature Program	380,648
Doubleday & Co., Inc.	399,942
Doubleday Living History Program	46,596
Doubleday, Nelson, Inc.	12,713
Doubleday One Dollar Book Club	1,115,392
Junior DeLuxe Edition Club	22,928
Know Your America Program	27,903
Know Your Bible Program	107,763
Literary Guild of America, Inc.	116,699
Nelson Doubleday Personal Success Program	39,405
Science Program	496,571
J. A. DOUGHERTY'S SONS DISTILLERS INC.	55,010
Governor's Club Gin	13,910
Governor's Club Whisky	41,100
DOUGLAS AIRCRAFT CO.	47,160
DOW CHEMICAL CO.	2,124,037
Dow Crab Grass Killer	13,297
Dowgard	1,883,163
Handi-Wrap	35,825
Zefran	86,083
Products	105,669
DOW CORNING CORP.	30,014
Shoe Saver	20,086
Syl-Mer Silicone Finish	9,928
DOW JONES & CO.	747,668
Barron's Magazine	66,997
Wall Street Journal	680,671
DOYLE PACKING CO. OF NEW JERSEY	
Strongheart Dog Food	245,369
DREWRY'S LTD., U. S. A.	
Beer	290,418
DRINKS INC.	
Nufizz	65,471
DRUG RESEARCH CORP.	486,812
Insta-Pep	10,739
Man-Tan	188,669
Man-Tan & Miss Man-Tan	5,086
Miss Man-Tan	37,520
Positan	107,459
Regimen	85,372
Super Sustamin 2-12	22,251
Tan Perfect	28,066
Products	1,650
DUBUQUE PACKING CO.	
Meat Products	77,234
DUFFY-MOTT CO.	567,259
Clapp's Baby Foods	113,642
Mott's Apple Juice	59,554
Mott's Apple Sauce	294,625
Mott's Products	962
Sunsweet Prune Juice	98,476
DUGAN BROS. INC.	31,061
Bread	27,509
Products	3,552
DUKE POWER CO.	250,075
JOHN H. DULANY & SON INC.	98,276
Frozen Foods	79,054
Frozen Snacks & Fruit Rolls	19,222
DUMAS MILNER CORP.	64,636
Perma Starch	4,997
Pine-Sol	23,104
Yarn-Glo	36,535
ALLEN B. DUMONT LABORATORIES	60,229
Picture Tube	4,124
Television	56,105
DUNCAN COFFEE CO.	181,427
Admiration Coffee	1,477
Maryland Club Coffee	62,478
Maryland Club Coffee & Instant Coffee	64,041
Maryland Club Instant Coffee	53,431
E. I. DU PONT DE NEMOURS & CO.	2,460,342
Acele	3,103
Acetate	24,226
Dacron	413,364
Dacron & Nylon	3,260
Dacron & Orlon	51,620
Duco Cement	7,860
Garden Products	65,795
Karmex Spray	822
Lucite Paints	41,178
Nylon	83,645
Ondelette	51,363
Orlon	233,629
Paints	35,036
Peters Ammunition	9,727
Remington Cartridges	17,782
Sponge Cloth	44,660
Spray Oil & Sprayer	209
Telar Anti Freeze	692,810
Tontine	5,116
Vinyl Upholstery	100,166
Zelan	25,750
Zerex	173,114
Zerone & Zerex	3,039
Institutional	360,022
Products	13,046
DUQUESNE LIGHT CO.	132,236
E. P. DUTTON & CO.	111,737

E

E & B BREWING CO.	103,129
Beer	88,075
Schmidt Beer	15,054
EASTERN AIR LINES INC.	4,180,348
EASTERN SHIPPING CORP.	271,292
EASTMAN KODAK CO.	1,833,495
Brownie Cameras	2,304
Chromspun	78,073
Eastman Kodak Co.—Institutional	54,780
Eastman Kodel	58,219
Estron	44,728
Kodak Cameras	933,880
Kodak Cameras & Film	183,207
Kodak Cameras & Projectors	187,755
Kodak Film	974
Kodak Products	230,625
Tenite Acetate	2,971
Tenite Butyrate	6,372
Tenite Polyethylene	1,465
Verel	41,696
Verifax Copier	6,446
EAT-ALL FROZEN FOODS CO.	
Fish Products	27,943
PETER ECKRICH & SONS	
Meat Products	75,814
ECONOMICS LABORATORY INC.	169,565
Dip-It	53,259
Finish Detergent	11,493
Fun	8,122
Soilax	96,691
EL AL ISRAEL AIRLINES LTD.	164,603
EL PASO NATURAL GAS CO.	116,037
ELECTRIC AUTO-LITE CO.	25,747
Auto Lite Products	4,166
Auto-Lite Spark Plugs	21,581
ELECTRIC STORAGE BATTERY CO.	60,299
Exide Batteries	1,235
Grant Batteries	1,059
Willard Batteries	58,005
ELECTRICAL ASSN. OF PHILADELPHIA	74,857
ELLIOTT PAINT & VARNISH CO.	
Paints	31,733
EMBASSY TOURS INC.	64,583
EMERSON RADIO & PHONOGRAPH CORP.	175,323
Dumont & Emerson Television	360
Emerson Phonograph	5,948
Emerson Products	23,390
Emerson Radio	13,254
Emerson Radio & Television	4,830
Emerson Television	43,779
Quiet Kool Air Conditioner	83,762
EMPIRE STATE PICKLING CO.	25,840
Silver Floss Sauerkraut	23,233
Silver Floss Sauerkraut Juice	2,607

-First Space-Age World Fair

Seattle's Bold "Man In Space" Idea

Century 21 is another progressive idea born in Seattle—first INTERNATIONAL EXPOSITION held in the United States in 23 years. An estimated 10 million people will visit this 80 million dollar show, which opens in April, 1962. It's another reason why we can say:

"The best thing about The Seattle Times... is the people who read it."

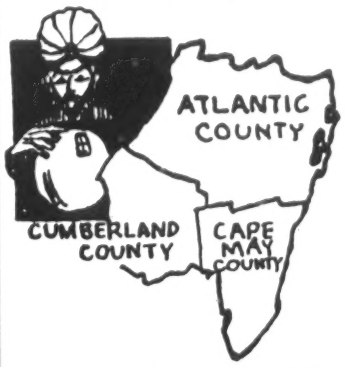
Seattle's progressive spirit enters into everyday living and buying! Look at the record: During the latest five year period surveyed (1954 to 1959), Seattle's retail sales rose 39.4%—fifth largest percentage increase among 30 metropolitan areas doing more than one billion dollars annually in retail sales. Seattle offers much to advertisers who buy schedules in the area's leading newspaper, The Seattle Times.

Put your money where the market is—Seattle.
Put your money where the readers are—

The Seattle Times

Represented by O'Mara & Ormsbee, Inc.—New York, Detroit, Chicago, Los Angeles and San Francisco

Here's the Medium That Gets Results



In the rich three-county market of Southern New Jersey, it's the **PRESS** with a phenomenal increase in circulation that more than matches the rapidly expanding population growth of the area.

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper
ROLLAND L. ADAMS, President
SCOLARO, MEEKER & SCOTT, Inc.
National Representatives

No matter how, it all adds up.

it's the results

That counts.

Retailers depend on the Sterling Gazette for results and here's the reason.

Spendable income Sterling and Rock Falls $7,440 per household.
Spendable income $113,618,000 (Whiteside County).
Average income per farm $18,709.
(Whiteside County 136% above national average.)
Population up.
City and county population up over 20%.

Source—SRDS

STERLING GAZETTE
STERLING, ILLINOIS

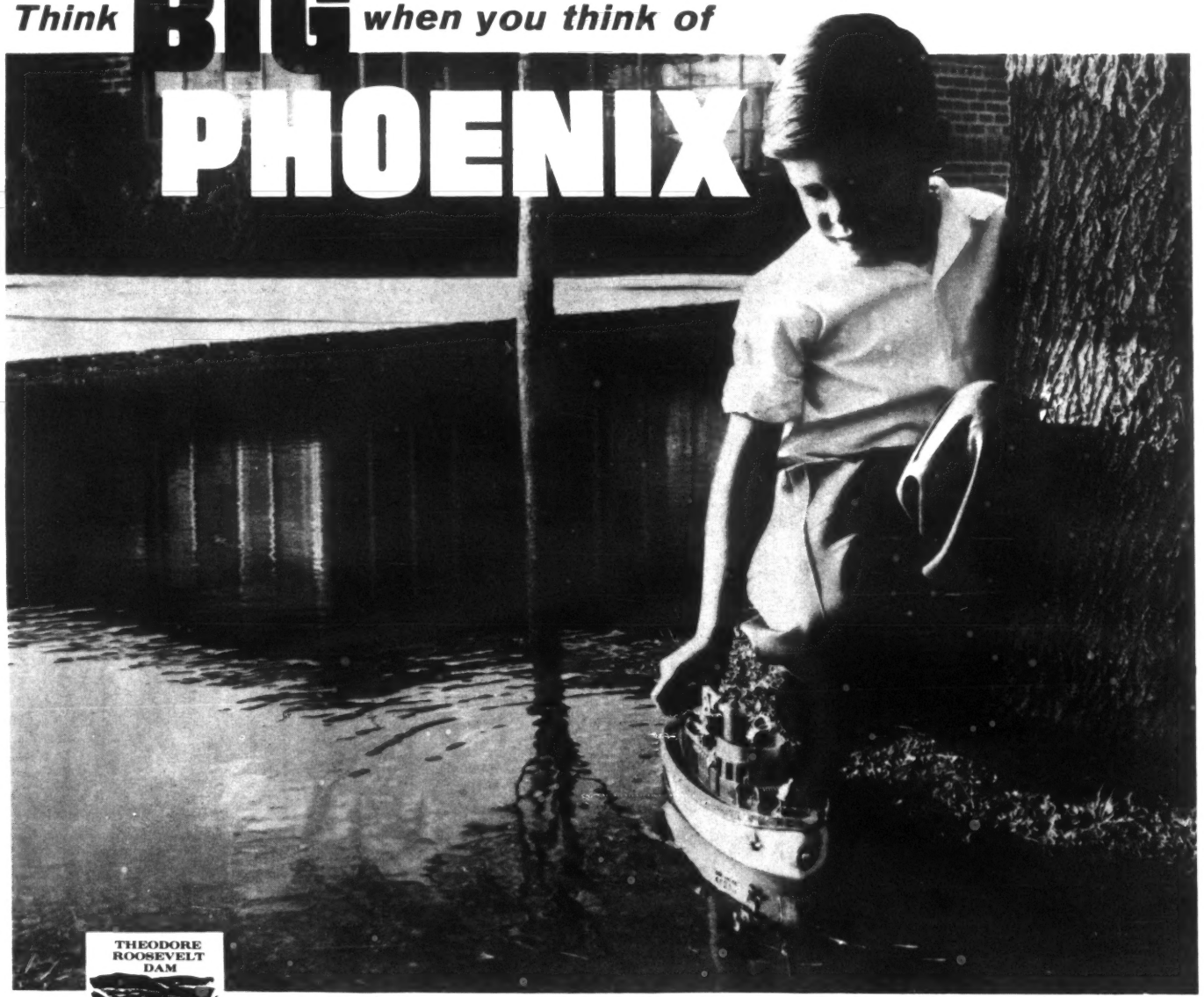
EMPRESS TRAVEL SERVICE	60.112
ENCYCLOPEDIA BRITANNICA INC.	310.162
Encyclopedia Britannica	266.049
Great Books of the Western World	44.113
EQUITABLE GAS CO.	78.062
EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S.	289.080
ERICKSON HAIR SPECIALISTS	42.257
ESQUIRE INC.	165.891
Coronet	126.457
Esquire	39.434
ESSLINGER'S INC.	
Beer	27.389
ETHYL CORP.	85.447
EUREKA WILLIAMS CORP.	
Eureka Cleaner	346.736
E. B. EVANS INC.	
Topping	35.044
EVERGLADES SWEET CORN ADVISORY COMMITTEE	31.897
EVERSHARP INC.	
Schick Blades & Razors	1.007.743
EVER SWEET CORP.	
Juice	68.223
EXERCYCLE CORP.	
Exercycle	69.058
EXQUISITE FORM INDUSTRIES INC.	166.024
Brassieres	106.966
Silf Skin Girdles	59.058
EZO PRODUCTS CO.	
Dental Cushions	86.141

F

FABRO INC.	38.770
Henny Pen Dog Food	12.104
Switch Cat Food	16.361
Switch Cat Food & Henny Pen Dog Food	10.305
MAX FACTOR & CO.	157.712
Men's Toiletries	19.297
Preparations	99.039
Products	39.376
FADEX COMMERCIAL CORP.	27.767
B M W Cars	3.466
B M W & Prinz Cars	1.956
Prinz Cars	22.345
FAIRBANKS, MORSE & CO.	161.088
FAIRCHILD CAMERA & INSTRUMENT CO.	
Cinephonic Camera & Projector	40.852
FAIRMONT FOODS CO.	150.234
Cottage Cheese	57.264
Fiesta Corn Chips	10.429
Foods	6.649
Frozen Fruits	13.197
Fruit Drinks	4.404
Honey Spred	1.793
Ice Cream	29.870
Milk	26.628
FALL RIVER GAS CO.	31.595
FALLS CITY BREWING CO.	
Beer	175.995
FALSTAFF BREWING CORP.	263.373
FAMILY CIRCLE INC.	40.219
FAMILY GARDEN'S NURSERY SALES CO.	43.528
FAMOUS ARTISTS SCHOOL INC.	155.514
FARMERS INSURANCE GROUP	366.774
FARMERS MUTUAL AUTOMOBILE INSURANCE CO.	26.088
FARRAR, STRAUS & CUDAHY INC.	92.748
FAULTLESS STARCH CO.	
Faultless Starch	168.105
FAWCETT PUBLICATIONS INC.	176.229
Fawcett Publications Inc.	77.802
Fawcett World Library	3.910
True	94.517
FEDDERS CORP.	444.363
Fedders Air Conditioners	432.919
Fedders Dehumidifier	5.972
Fedders Heat Pump	5.472
FEHR BROS. BREWING CO.	
Fehr's Beer	180.490
FELS & CO.	
Soap Products	98.086
FERGUS IMPORTED CARS INC.	58.013
Borgward Cars	50.126
Daimler Cars	4.707
Morgan Cars	3.180
FERRY-MORSE SEED CO.	
Seed	61.029
FERTILITY TESTOR CO.	
Fertility Testor	31.677
FIAT MOTOR CO.	
Fiat Cars	375.453
FIELD ENTERPRISES EDUCATIONAL CORP.	102.619
Chicago Daily News	33.720
Chicago Daily News & Sun-Times	5.556
Chicago Sun-Times	57.288
Field Enterprises, Inc.	4.385
World Book Encyclopedia	1.670
HENRY FIELD SEED & NURSERY CO.	27.301
FIESTA CRUISE LINES	25.728
J. H. FILBERT, INC.	477.661
Mrs. Filbert's Margarine	473.794
Mrs. Filbert's Products	3.867
FILON PLASTIC CORP.	
Fiberglas Panels	57.207
FINANCIAL WORLD	85.465
FIREMAN'S FUND INSURANCE CO.	103.918
FIRESTONE TIRE & RUBBER CO.	2.147.979
Synthetic Fibers	1.551
Tires	2.123.029
Institutional	13.493
Products	9.906
FISCHER BAKING CO.	
Bakery Products	35.477
FLEETWOOD CO.	117.341
Kasacurl Hair Waving Crystal	2.140
Larson's S.M.D.	23.996
Tintz Color Shampoo	24.577
Tintz Hair Color Stick	382
Wate-On	66.246
FLEETWOOD COFFEE CO.	
Fleetwood Coffee	25.200
FLORIDA CITRUS COMMISSION	1.679.301
Fruits & Juices	199.648
Grapefruit	164.110
Orange Juice	867.261
Oranges	381.769
Tangerines	66.513
FLORIDA CITRUS EXCHANGE	34.343
Florigold Grapefruit	24.089
Florigold Oranges	10.254
FLORIDA POWER CORP.	31.393
FLORIDA POWER & LIGHT CO.	76.521
FLORIDA STATE DEPARTMENT OF INFORMATION	57.598
FLORISTS' TELEGRAPH DELIVERY ASSN.	287.399
FLOTILL PRODUCTS INC.	43.349
Flotill Spaghetti Sauce	100
Tillie Lewis Dessert Toppings	2.174
Tillie Lewis Dietetic Foods	2.578
Tillie Lewis Dressings	26.203
Tillie Lewis Gelatins & Puddings	201
Tillie Lewis Jellies & Preserves	8.885
Tillie Lewis Products	3.208
FLYING TIGER LINE INC.	
Flying Tiger	93.442
J. A. FOLGER & CO.	447.287
Folger's Coffee	96.702
Folger's Coffee & Instant Coffee	7.654
Folger's Instant Coffee	342.931
FOOD SPECIALTIES INC.	46.685
Appian Way Frozen Pizza	6.167
Appian Way Pizza Mix	36.706
Appian Way Pizza Mix & Sauce	3.812
FORBES INC.	61.718
FORD MOTOR CO.	18.669.074
Anglia Cars	571.592
Anglia & Comet Cars	1.484
Anglia & Consul Cars	1.266
Anglia & Mercury Cars	1.573
Comet Cars	2.799.291
Comet & Falcon Cars	65.692
Comet & Ford Cars	1.210
Comet & Ford International Cars	1.345
Comet & Mercury Cars	350.064
Consul Cars	1.103
Continental Cars	476.268
Edsel Cars	340
Falcon Cars	1.717.006
Falcon & Ford Cars	1.495.141
Falcon & Ford Trucks	12.538
Falcon & Thunderbird Cars	7.558
Falcon Trucks	16.776
Ford Cars	5.348.808
Ford & Thunderbird Cars	64.178
Ford International	165.232
Ford Motor Co.—Cars	101.407
Ford Motor Co.—Institutional	333.691
Ford Parts	20.693
Ford Tractor	3.983
Ford Trucks	186.095
Ford Used Cars	91.247
Lincoln Continental	605.297
Lincoln & Mercury Cars	294.827
Mercury Cars	3.616.590
Mercury & Taunus Cars	2.968
Taunus Cars	74.267
Thunderbird Cars	239.544
FOREMOST DAIRIES INC.	541.131
Dolly Madison Ice Cream	21.778
Foremost Buttermilk	5.875
Foremost Canned Milk	460
Foremost Chocolate Drink	3.833
Foremost Cottage Cheese	22.822
Foremost Dairy Products	35.733
Foremost Egg Nog	2.404

Think **BIG** *when you think of*

PHOENIX



THEODORE ROOSEVELT DAM
GOLDEN JUBILEE

Many folks living in the Phoenix Metropolitan area have a "big lake" in their yards about every two weeks. Water for irrigated-growing is supplied by large reservoirs, such as that created by the Teddy Roosevelt Dam. Abundance in this market shows up in many other ways too; in eight years, food sales have more than doubled; buying income is up **94%** ; retail sales are up **76.4%**. And, **93.7%** of the families own passenger cars, with **33.7%** owning 2 or more. Penetrate this abundant BUYING POWER with the ONE low-cost medium that does the big job. Daily metropolitan coverage **91.6%**. (Arizona family coverage **63%**).

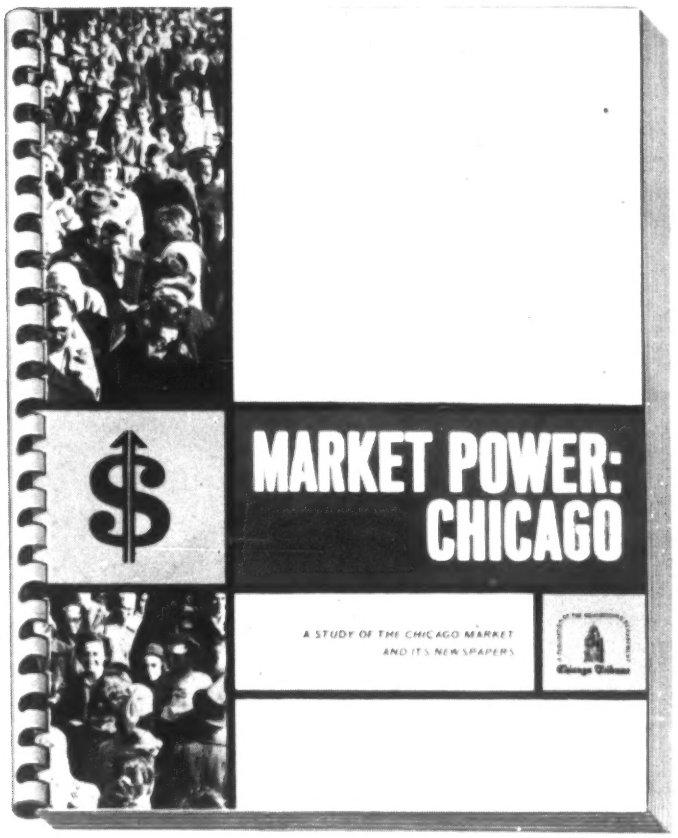
The Arizona REPUBLIC Morning and Sunday
The Phoenix Gazette Evening

CHAS. E. TREAT, NATIONAL ADVERTISING MANAGER, BOX 1950, PHOENIX, ARIZONA • REPRESENTED NATIONALLY BY KELLY-SMITH CO.

No: 3 of a series

MARKET POWER: CHICAGO

is a study of PURCHASERS to help your advertising work–more productively

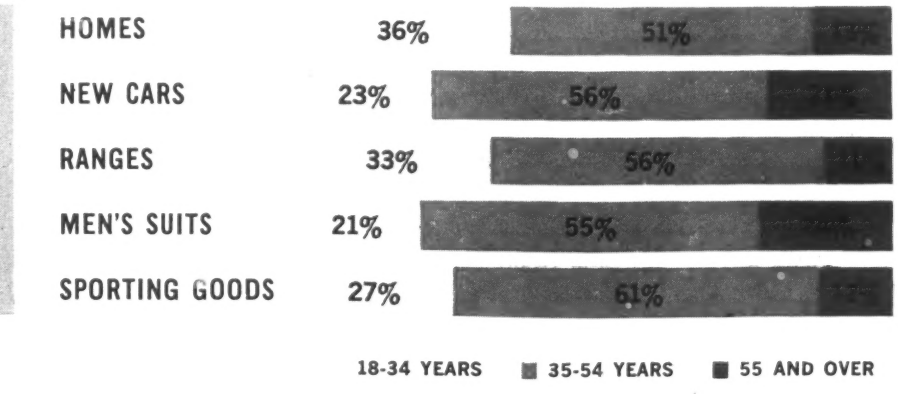


The $33 million a year which readers spend for the Chicago Tribune is $14 million more than is spent for any other Chicago newspaper.

But this is only one aspect of buying activity. MARKET POWER: CHICAGO, the Tribune's new research study of people and their purchases, shows who buys what in 39 other classifications.

Do you know the most important buying age group in metropolitan Chicago? No, it's not the young families. It's the established, settled families where the head of the house is between 35 and 54. Look how they dominate the market:

BUYERS BY AGE GROUPS



What about the 30% of the market with incomes of $8,000 or more? Big buyers? Sure. But MARKET POWER pinpoints how big. 51% of the new car buyers are in this upper income group. So are 42% of the refrigerator purchasers, 52% of the home buyers, 65% of the air travelers.

Even household location affects buying. There are twice as many book buying families in the inner suburbs as in the outer suburbs—and there are more in the city than in all the suburbs put together.

MARKET POWER provides a wealth of facts about buyers—and buyer coverage, the most significant measure of a newspaper's productivity. Whether you sell books or boats, tires or travel, dresses or dishwashers, you'll learn from MARKET POWER that the Tribune delivers the most buyers in Chicago and suburbs. Why not call a Chicago Tribune representative for the full story?

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

This research study will not be mailed, but copies are available to advertisers and their agencies from Chicago Tribune representatives. Call any of the following:

CHICAGO
Chicago Tribune
435 N. Michigan Ave.
SUperior 7-0100

NEW YORK CITY
Chicago Tribune
220 E. 42nd St.
MUrray Hill 2-3033

DETROIT
Chicago Tribune
1916 Penobscot Bldg.
WOodward 2-8422

SAN FRANCISCO
Fitzpatrick Associates
155 Montgomery St.
GArfield 1-7946

LOS ANGELES
Fitzpatrick Associates
3460 Wilshire Blvd.
DUnkirk 5-3557

EUROPE
Mortimer Bryans
3 & 5 Warwick House Street,
London, S.W. 1,
Trafalgar 2482-3

At the HEAD of the parade!

IN GROWTH 1st in Illinois in 10-year growth rate . . . 36.9% increase.

IN POPULATION 1st in Illinois, outside Chicago, in Population . . . 128,075 . . . ABC City and retail trading zone . . . 552,243.

IN RETAIL SALES 1st in Illinois, outside Chicago in retail sales . . . more than $220,000,000.

IN ROP COLOR 1st in Illinois in ROP retail color, INCLUDING CHICAGO!

IN CIRCULATION The ONLY newspapers that cover this rich market are the . . .

Finest FULL COLOR Facilities

ROCKFORD
MORNING STAR & Register-Republic

in the morning . . . in the evening . . . and on Sunday

Guaranteed LIVING ROOM COVERAGE
that TELLS and SELLS BEST in the MIDWEST!

Columbus, Ohio
TEST CITY, U.S.A.
in the center of a fertile
28-COUNTY TRADING AREA
served with a
595,211
CIRCULATION COVERAGE
by The Columbus Dispatch
and Citizen-Journal

A.B.C. Retail Trading Zone
Geographic Trading Zone

In Columbus and Central Ohio, this staff of 595,211 hard-hitting salesmen are guaranteed to be cordially invited into more homes than any other media . . . guaranteed to tell more people about your firm's products in the morning, in the evening and on Sunday! Plan ahead to a more consistent sales pattern in this busy billion dollar TEST CITY market . . . secure valuable "extra mileage" from every ad budget dollar . . . let the proven sales ability of The Columbus Dispatch and The Citizen-Journal go to work for your firm to increase your product sales . . . take advantage of our optional money-saving combination rates.

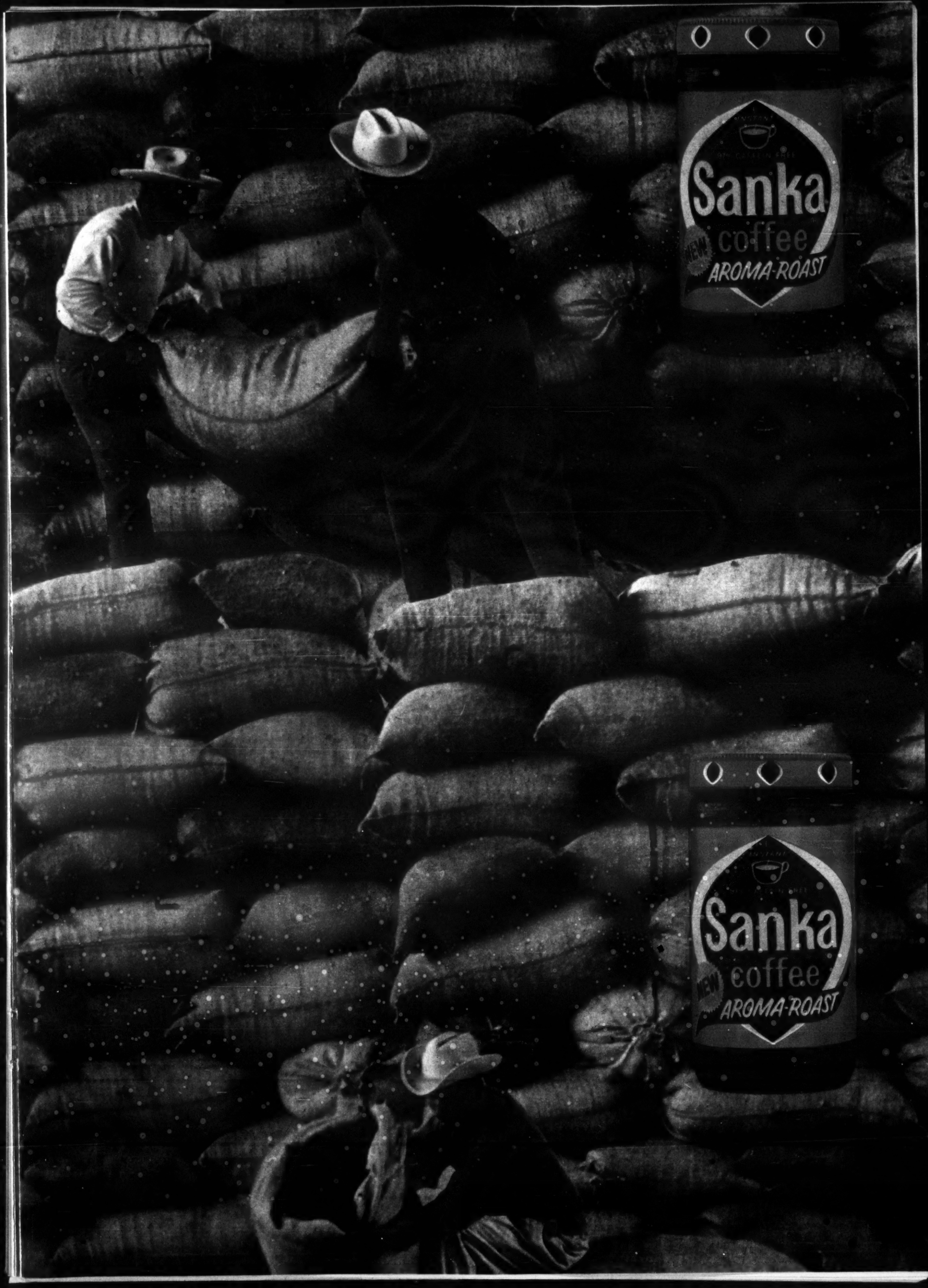
EVENING AND SUNDAY
MORNING
THE COLUMBUS DISPATCH
and THE CITIZEN-JOURNAL

Represented Nationally by
O'MARA & ORMSBEE, INC.
• New York • Chicago • Detroit • San Francisco • Los Angeles
Florida and Caribbean Area: McASKILL, HERMAN & DALEY, INC., Miami, Beach

Foremost Evaporated Milk	74,065
Foremost Forti-Cal 900	105,838
Foremost Ice Cream	69,196
Foremost Instant Milk	5,365
Foremost Milk	155,273
Golden State Dairy Products	4,529
Golden State Milk	33,960
FORMFIT CO.	1,489,493
Bra	168,354
Bra & Girdle	789,162
Girdle	108,593
Skippies	432
Sleex Girdles	422,952
FORREST KEELING NURSERY	75,106
FORT HOWARD PAPER CO.	
Page Paper Products	107,532
FORT LAUDERDALE, CHAMBER OF COMMERCE	25,646
FOSTER-MILBURN CO.	419,717
Doan's Pills	419,717
Ice-Mint	57,033
FOUR WINDS CRUISES	50,760
FOXHEAD BREWING CO.	
Foxhead Beer	29,692
FRANCO AFRICAN INDUSTRIES	72,753
J. FRANK & SONS	28,254
Frank's Beverages	14,737
Triple Cola	13,517
FRANK PURE FOOD CO.	25,352
FRANK TEA & SPICE CO.	50,629
Frank's Red Hot Sauce	13,339
Frank's Red Hot Sauce & Mister Mustard	25,037
Mister Mustard	12,253
FREIHOFER'S BAKING CO.	79,594
Bread	44,250
Products	35,344
FRENCH GOVERNMENT TOURIST OFFICE	33,324
FRITO CO.	232,027
Barbecued Beef	6,443
Bean Dip	3,468
Chili	9,852
Corn Chips	14,880
Fritos	25,299
Fritos & New Era Potato Chips	3,042
New Era Instant Mashed Potatoes	15,581
New Era Mashed Potatoes & Potato Chips	9,309
New Era Potato Chips	144,153
FROMM & SICHEL INC.	216,734
Christian Brothers Brandy	78,745
Christian Brothers Champagne	2,072
Christian Brothers Wines	135,917
FRONTIER AIRLINES	181,538
FRONTIER STAMPS	25,096
FROZEN DESSERTS CO.	
Hi-Satt Ice Cream	33,767
FROZEN-RITE PRODUCTS INC.	
Baking Products	29,113
FULLER, W. P. & CO.	
Fuller Paints	333,752
FUNK & WAGNALLS CO.	114,991
FURNESS BERMUDA STEAMSHIP LINE	173,432
FUTORIAN-STRATFORD FURNITURE	
Stratolounger	50,150

G

E. & J. GALLO WINERY	176,958
Gallo Wine	162,164
Paisano Wine	14,794
GAMBLE RANCH DEVELOPMENT CORP.	41,512
GANCIA PRODUCTS IMPORT CORP.	42,606
Vermouth	38,776
Wine	3,830
GARCIA Y VEGA, INC.	
Cigars	75,930
GARDEN SPECIALTIES INC.	77,608
GARLAND CO.	
Lady Ann Paints	33,904
GAS SERVICE CO. (KANSAS CITY)	82,829
GAS SERVICE CO. (WICHITA)	45,188
GASOLINE TAX EDUCATION COMMITTEE	269,943
GATEWAY TOURS	53,757
BERNARD GEIS ASSOCIATES	28,122
GENERAL ANILINE & FILM CORP.	420,770
Ansco Cameras	40,450
Ansco Cameras & Projectors	31,977
Ansco Products	348,343
GENERAL BAKING CO.	256,431
Bond Baking Products	73,553
Bond Bread	127,046
Bond Brown & Serve Rolls	1,757
Bond Donuts	4,034
Grossinger's Bread	3,246
O'Connell's Bread	46,795
GENERAL CIGAR CO.	708,041
Aurelia	23,876
Corina	239,377
Robert Burns	70,840
Van Dyck	44,135
White Owl	329,813
GENERAL DEVELOPMENT CORP.	492,221
GENERAL DYNAMICS CORP.	76,884
Convair	26,431
General Dynamics Corp.	41,213
Stromberg-Carlson Auto Radio	1,950
Stromberg-Carlson Phonographs	4,187
Stromberg-Carlson Television	3,103
GENERAL ELECTRIC CO.	7,559,832
GE Air Conditioner	539,728
GE Air Purifier	20,398
GE Amplifier	1,251
GE Appliances	526,861
GE Can Opener	23,318
GE Clocks	113,162
GE Coffee Maker	1,046
GE Coin-Operated Laundry	1,800
GE Dishwasher	176,366
GE Dryer	32,434
GE Dryer & Washer	96,603
GE Engines	5,941
GE Fans	15,620
GE Flashbulbs	1,536
GE Flight Propulsion Division	1,812
GE Floor Polisher	29,736
GE Freezer	78,440
GE Freezers & Refrigerators	3,991
GE Furnace	36,157
GE Grill	6,869
GE Hair Dryer	3,402
GE Institutional	608,371
GE Intercom	21,260
GE Iron	94,540
GE Kitchens	13,342
GE Knife Sharpener	27,839
GE Lamps	64,759
GE Mixer	10,900
GE Missile & Space Vehicle Division	8,534
GE Phonograph	72,560
GE Portable Mixer	306
GE Products	1,742,111
GE Radio	388,208
GE Radio & Television	1,798
GE Ranges	245,084
GE Range & Refrigerator	2,953
GE Refrigerator	874,055
GE Rotisserie Broiler	4,899
GE Skillet	40,859
GE Steam & Dry Iron	1,123
GE Stereo & Components	4,321
GE Television	559,677
GE Toaster	3,936
GE Vacuum Cleaner & Floor Polisher	65,695
GE Washer	486,806
Hotpoint Air Conditioner	1,234
Hotpoint Appliances	6,648
Hotpoint Dishwasher	18,916
Hotpoint Dishwasher & Refrigerator	6,121
Hotpoint Dryer	14,319
Hotpoint Dryer & Washer	18,306
Hotpoint Oven	1,547
Hotpoint Products	199,164
Hotpoint Range & Refrigerator	1,920
Hotpoint Ranges	6,063
Hotpoint Refrigerators	151,165
Hotpoint Washer	19,691
Weathertron	55,381


Sanka
coffee
NEW
AROMA-ROAST
Sanka
coffee
NEW
AROMA-ROAST

You have just seen
on the back of this page a specimen of

the newspaper spectacular!

• *Color-i* is a full-page newspaper insert, preprinted in beautiful quality colorgravure—an explosion of color of an inescapable impact. It gives the advertiser a spectacular advantage in life-like color, presents the product at its visual best, stands out brilliantly in newspapers, commands instant reader attention, generates enthusiasm, and sells merchandise!

• Advertisers for years have wanted just such effective color in the daily newspapers. *Color-i* not only gives color, but color at its gorgeous best—the food reproductions look flavorful, lipsticks are iridescent, cars have an exciting sparkle, and people really come to life. Reproductions of any merchandise have powerful selling realism.

• *Color-i* is very simple to use. It is delivered in rolls to the newspaper and run through the presses. The back of the insert is printed by the newspaper with standard content.

• Advertisers can have the newspaper overprint their copy in register on the preprinted side—showing local sales messages, the regional prices, dealer listings, testing copy, ideas, or coupons.

• The preprint overruns make ideal merchandising material, for advance promotion for jobbers and salesmen's use, mailing pieces, trade paper inserts, and point-of-purchase displays.

• *Color-i* is a proven sales producer. In three years, forty-one gravure inserts with total circulation of 155,000,000 have been used by national and regional advertisers. It has helped launch new products, added push and sales impact, contributed glamour and prestige, and developed extraordinary enthusiasm among salesmen and dealers.

• *Color-i* is flexible. Preprints can be scheduled at one time for any number of spaced and dated insertions, in any list that fits your marketing pattern, distribution, and sales strategy. Normal reproduction time is eight weeks or slightly longer, depending on the size of the run.

• Preprint & Publishing Service was established to give advertisers and their agencies maximum help in utilizing this potent new medium for most effective use. We work with media departments, account, and merchandising groups—and provide a vital service to facilitate the development of a preprint schedule to move merchandise. We advise the creative and production people on copy, gravure reproduction, and printing sources. We give close cooperation to newspapers in the mechanical handling of *Color-i*. Our organization is always at your service!

Preprint & Publishing Service, Inc.
305 East 46th St., New York 17, New York... PLaza 1-2056

Color-i has been used by:

AMERICAN ELECTRIC POWER CO., INC.
Bonsib, Inc.

BREAST O' CHICKEN TUNA, INC.
D'Arcy Advertising Company

DEAN MILK CO.
Clinton E. Frank, Inc.

GENERAL FOODS CORPORATION
Dream Whip Dessert Topping Mix
Jell-O Gelatin Desserts
Instant Sanka Coffee
Young & Rubicam, Inc.

THE PROCTER & GAMBLE CO.
Duncan Hines Cake Mixes
Compton Advertising, Inc.

PETER ECKRICH & SONS, INC.
Bonsib, Inc.

S. C. JOHNSON & SON, INC.
Shoe Polish
Needham, Louis & Brorby, Inc.

KAISER ALUMINUM & CHEMICAL CORP.
Young & Rubicam, Inc.

KELLOGG COMPANY
Leo Burnett Company

CORN PRODUCTS CO.
Hellmann's Italian Dressing
Knorr Soup
Dancer-Fitzgerald-Sample, Inc.

McKESSON & ROBBINS, INC.
Merry Christmas Drug Store Promotion
Dancer-Fitzgerald-Sample, Inc.

CLAIROL INCORPORATED
Loving Care Hair Color Lotion
Foote, Cone & Belding, Inc.

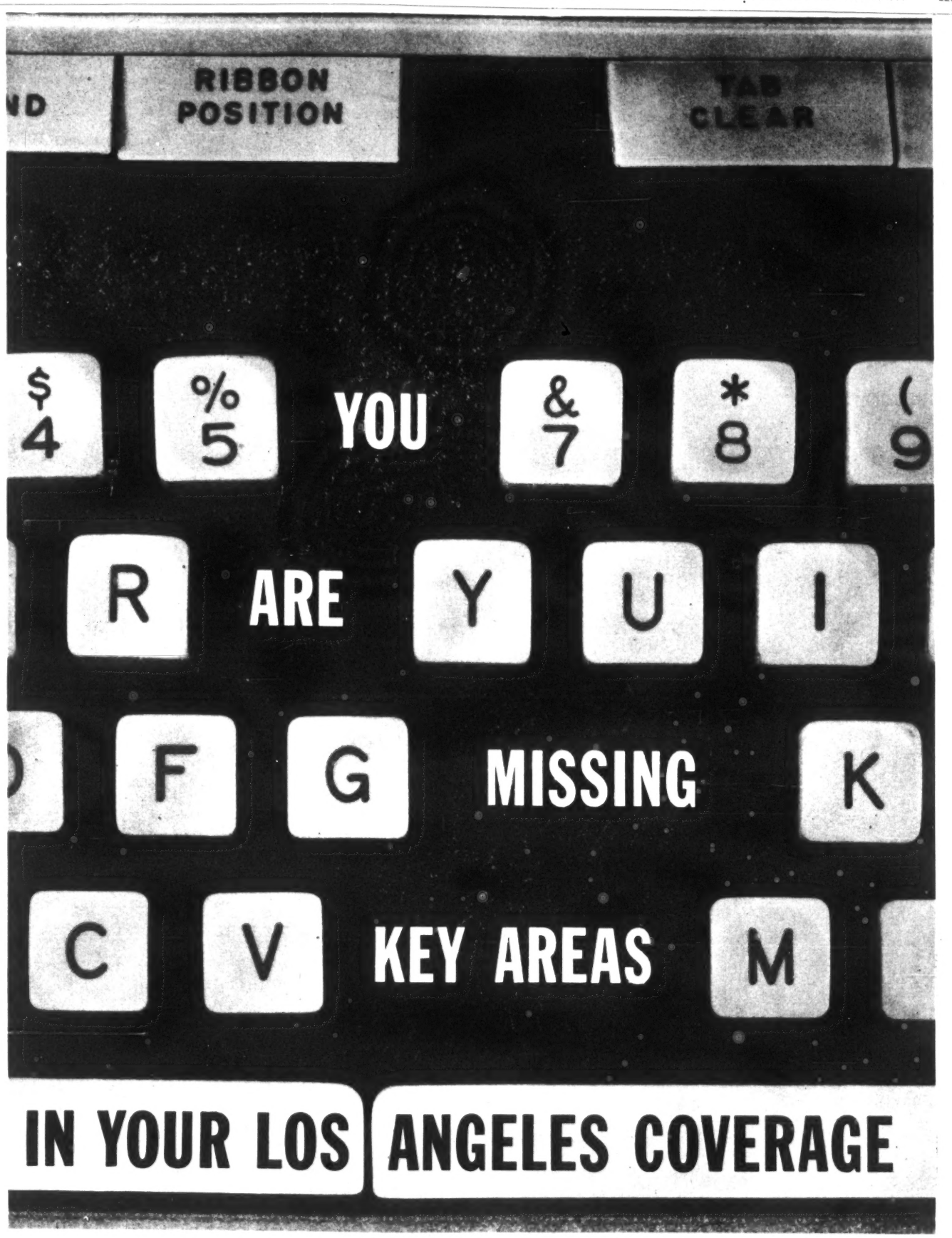
PERSONAL PRODUCTS CORP.
Modess
Young & Rubicam, Inc.

LEVER BROTHERS COMPANY
Mrs. Butterworth's Syrup
J. Walter Thompson Company

NATIONAL DAIRY PRODUCTS CORPORATION
Sealtest—Cottage Cheese
N. W. Ayer & Son, Inc.
Breakstone—Cottage Cheese
Mogul, Williams & Saylor, Inc.

SIMONIZ COMPANY
Simoniz Vista Wash and Wax
Dancer-Fitzgerald-Sample, Inc.

•GENERAL FOODS CORP.	16.197.397
Adams Extract & German's Chocolate	83.
Baker's Chocolate	158.963
Baker's Chocolate Chips	123.695
Baker's Coconut	190.394
Bird's Eye Frozen Baby Foods	106.397
Bird's Eye Frozen Chicken Dinners	35.735
Bird's Eye Frozen Dinners	228.606
Bird's Eye Frozen Fish Products	50.150
Bird's Eye Frozen Foods	461.080
Bird's Eye Frozen Fruits	136.843
Bird's Eye Frozen Juices	169.876
Bird's Eye Frozen Main Dishes	175.560
Bird's Eye Frozen Orange Juice	82.229
Bird's Eye Frozen Pies	46.378
Bird's Eye Frozen Potatoes	83.020
Bird's Eye Frozen Products	67.832
Bird's Eye Frozen Turkey Dinners	15.348
Bird's Eye Frozen Vegetables	953.196
Certo & Sure-Jell	68.280
Dream Whip	216.227
Dream Whip & Jell-O Gelatin	92.798
Gaines-Burgers	49.803
General Foods Minute Potatoes	1.643
General Foods Products	507.837
General Foods Institutional	109.448
Gravy Train Dog Food	1.123.659
Horizon Foods	9.020
Horizon Foods Buffay	80.887
Horizon Foods Italian Casserole	138.653
Horizon Italian Casserole Mix	12.674
Jell-O	927.973
Jell-O Pie Filling	9.255
Jell-O Pie Filling & Pudding	730.516
Jell-O Pudding	205.693
Kool Aid	499.119
Kool Pops	87.469
La France	729.962
Log Cabin Syrup	188.059
Maxwell House Coffee	89.666
Maxwell House Instant Coffee	159.137
Minute Mashed Potatoes	48.847
Minute Rice	1.942.769
Minute Sliced Potatoes	938.108
Minute Spanish Rice	54.792
Pace	6.772
Post Alpha-Bits	174.996
Post Cereals	6.017
Post 40% Bran Flakes	148.531
Post Grape-Nuts	149.991
Post-Tens	231.433
Post Toasties Corn Flakes	299.977
Post Top 3	101.495
Postum	12.416
Sanka Instant Coffee	85.901
S. O. S.	4.189
Swans Down Cake Mixes	522.993
Swans Down Cream Puff-Eclair Mix	424.633
Tang	227.929
Yuban Coffee	496.312
Yuban Instant Coffee	1.195.37.
GENERAL MILLS INC.	6.715.579
Betty Crocker Au Gratin & Scalloped Potatoes	343.931
Betty Crocker Baking Products	19.774
Betty Crocker Brownie & Pudding Cake Mix	31.077
Betty Crocker Cake & Frosting Mixes	55.398
Betty Crocker Cake Mixes	1.637.373
Betty Crocker Cake Mix & Bisquick	175.560
Betty Crocker Frosting Mix	237.922
Betty Crocker Frozen Baking Products	20.414
Betty Crockers Holiday Favorites	164.916
Betty Crocker Instant Mashed Potatoes	324.845
Betty Crocker Mixes	113.061
Betty Crocker Muffin Mix	122.901
Betty Crocker Pancake Mix	12.698
Betty Crocker Pie Crust Mix	143.089
Betty Crocker Pizza	459.818
Betty Crocker Potato Casseroles	375.395
Betty Crocker Products	468.495
Betty Crocker Rolls	5.920
Bisquick	839.474
Country Corn Flakes	2.207
General Mills, Inc.—Institutional	155.708
General Mills Products	43.650
Gold Medal Flour	182.532
Gravy Magic	22.500
Hot Toasted 40% Bran	22.151
O-Cel O Sponges	25.077
Purasnow Flour	1.421
Red Band Biscuits	10.892
Red Star Flour	3.681
Sperry Drifted Snow Flour	1.854
Sure Champ Dog Food	10.556
3 Little Kittens Cat Food	284.188
Twinkles	397.101
GENERAL MOTORS CORP.	40.354.817
AC Oil Filter	3.092
AC Spark Plugs	14.128
AC Spark Plugs & Delco Batteries	28.577
AC Spark Plug-Electronic Division	1.617
Buick Cars	4.828.650
Buick & Buick Special Cars	74.583
Buick & Cadillac Cars	5.236
Buick & Chevrolet Cars	7.368
Buick & Opel Cars	13.763
Buick Special Cars	303.610
Cadillac Cars	3.712.246
Cadillac & Oldsmobile Cars	29.544
Cadillac & Pontiac Cars	10.126
Chevrolet Cars	8.016.108
Chevrolet & Corvair Cars	2.258.334
Chevrolet Trucks & Corvair Cars	139.396
Chevrolet & Corvette Cars	13.269
Chevrolet & Oldsmobile Cars	9.563
Chevrolet Soap Box Derby	102.987
Chevrolet Trucks	1.428.398
Chevrolet Used Cars	586.934
Corvair Cars	2.582.836
Corvair & Corvette Cars	4.736
Corvair Trucks	84.016
Corvette Cars	222.438
Delco Batteries	14.487
Delco Heating Equipment	11.185
Delco Radio	25.598
Delco-Remy Products	19.135
F-85 Cars	346.'04
F-85 & Oldsmobile Cars	31.787
Fisher Bodies	18.213
Frigidaire Coin-Op Laundries	6.100
Frigidaire Dryer	15.440
Frigidaire Dryer & Washer	61.497
Frigidaire Freezer	2.036
Frigidaire Products	69.796
Frigidaire Range	5.951
Frigidaire Refrigerator	173.777
Frigidaire Washer	123.870
GM Diesel Engines	1.522
GMC Trucks	22.922
General Motors Corp.—Institutional	1.482.267
General Motors Corp. (Service)	1.274.677
Harrison Car Air Conditioner	184.991
Oldsmobile Cars	6.389.486
Opel Cars	69.890
Pontiac Cars	4.860.345
Pontiac & Tempest Cars	92.844
Pontiac & Vauxhall Cars	1.085
Tempest Cars	536.037
Vauxhall Cars	32.120
GENERAL PRESERVE CO.	
Honeydew Jellies & Preserves	44.052
GENERAL SERVICES ADMINISTRATION	86.868
GENERAL TELEPHONE & ELECTRONICS CORP.	477.263
Argus Cameras & Projectors	154.527
Argus Products	51.565
General Telephone Co.	61.104
General Telephone Co. of California	51.853
General Telephone Co. of Indiana	5.016
General Telephone Co. of Pennsylvania	12.343



WITHOUT THE LOS ANGELES COPLEY NEWSPAPER GROUP!

Eight dailies and their 18 shoppers cover key communities in the vast "hometown" market surrounding the city proper. One order, at a discounted rate, buys the entire Group.

For details, ask any office of WEST-HOLLIDAY CO., INC.
(NELSON ROBERTS & ASSOCIATES)

"THE RING OF TRUTH" Copley Newspapers

LOS ANGELES COPLEY NEWSPAPER GROUP: ALHAMBRA POST-ADVOCATE • El Monte Post-Advocate • Alhambra Post-Advocate Shoppers • BURBANK DAILY REVIEW • Burbank Review Shopping News • CULVER CITY STAR-NEWS & VENICE EVENING VANGUARD • Culver-Palms Advertiser • Mar Vista Advertiser • Venice Advertiser • Baldwin Hills Advertiser • GLENDALE NEWS-PRESS • Glendale News-Press Shoppers • MONROVIA DAILY NEWS-POST • Monrovia-Duarte News Advertiser • SOUTH BAY DAILY BREEZE (Redondo Beach, Palos Verdes, Torrance, El Segundo, Manhattan Beach, Hermosa Beach) • South Bay Breeze Advertisers • South Bay Breeze Peninsula Advertiser • SAN PEDRO NEWS-PILOT • San Pedro News-Pilot Advertiser

Second in Size **FIRST in WEALTH**

Louisiana's second-largest city is Louisiana's richest city. In 1959, the average Baton Rouge household received $6,788 spendable dollars—over $60* a month more than the average New Orleans household. The Baton Rouge reader buys Baton Rouge newspapers — then buys from Baton Rouge newspapers.

*Income figures from Sales Management's Survey of Buying Power.

STATE-TIMES and MORNING ADVOCATE
Daily ROP Color
BATON ROUGE, LOUISIANA

Represented by the John Budd Company

INSIDE SOLID CINCINNATI:

"Guess Fred was right about Cincinnati Enquirer families having $600 more a year to spend than the average Cincinnati family."

.....SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the market-that matters in Cincinnati, write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

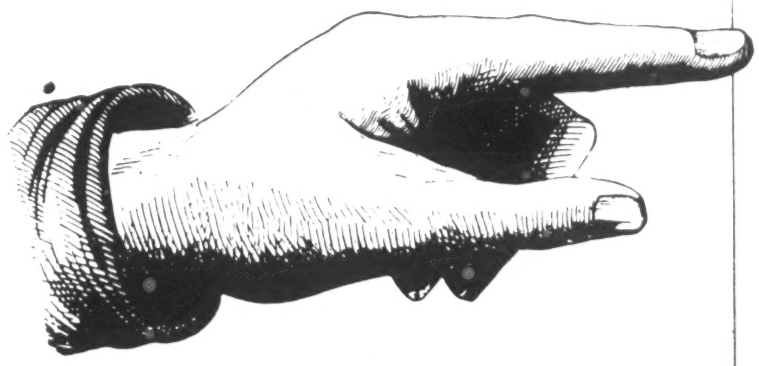
Represented by Moloney, Regan & Schmitt, Inc.

General Telephone & Electronics Corp.	19.063
Sylvania Flashbulbs	84.709
Sylvania Products	4.215
Sylvania Radio & Television	19.335
Sylvania Television	12.612
Sylvania Tubes	921
GENERAL TIME CORP.	291.311
Westclox Clocks & Watches	282.433
Westclox Radio	9.378
GENERAL TIRE & RUBBER CO.	911.955
Boltaflex 400	6.515
Bolta Wall Tile	4.117
General Tires	858.907
Institutional	42.416
GENESEE BREWING CO.	
Beer	58.096
GEORGIAN BAY LINE	55.194
GERBER PRODUCTS CO.	1.957.836
Baby Cereals	10.701
Baby Foods	1.901.016
Hickory Farm Products	1.153
Products	44.966
A. C. GILBERT CO.	
Toys	94.927
THOMAS GILL SOAP CO.	
Johnson's Foot Soap	26.679
GILLETTE CO.	1.939.254
Bobbi Home Permanent	137.984
Gillette Blades & Razors	1.365.617
Gillette Products	18.056
Paper-Mate Pencils & Pens	1.895
Thorexin	10.375
Toni Home Permanent	250.628
Toni Preparations	154.699
DUNCAN GILMOUR & CO.	
Glen Rossie Scotch Whisky	46.674
GINDEN NURSERY CO.	193.165
GIRARD'S INC.	
Dressings	47.378
GIRL-TOWN INC. OF BOSTON	
Sportswear	29.070
GLENMORE DISTILLERIES CO.	1.165.306
Glenmore Bourbon & Vodka	360
Glenmore Gin	3.088
Glenmore Gin & Whiskies	1.785
Glenmore Products	114.209
Glenmore Vodka	2.859
Glenmore Whisky	204.401
Glenmore Whiskies	45.649
House of Lords Scotch Whisky	20.201
Kentucky Tavern & Old Glenmore Whisky	6.960
Kentucky Tavern Whisky	229.868
King's Ransom Scotch Whisky	9.101
Old Glenmore Whisky	134.649
Old Thompson Whisky	90.520
Yellowstone Whisky	301.656
GLESSNER CO.	
Pain-A-Lay	37.446
GLIDDEN CO.	276.848
Durkee's Black Pepper	3.222
Durkee's Instant Onion	16.367
Durkee's Margarine	1.024
Durkee's Mayonnaise	5.252
Durkee's Spices	2.383
Glidden Paints	190.634
Spred Satin Paints	57.966
GLOBAL TOURS INC.	84.146
M. K. GOETZ BREWING CO.	49.924
Country Club & Goetz Beer	1.126
Country Club Malt Liquor	31.604
Goetz Beer	17.194
GOLD BOND STAMP CO.	
Stamps	114.603
GOLD SEAL CO.	527.243
Glass Wax	137.759
Snowy Bleach	389.484
GOLDEN GRAIN MACARONI CO.	
Rice-A-Roni	170.500
GOLDEN PEACOCK INC.	62.134
Esoterica	24.770
Golden Peacock Preparations	4.310
Hormonex	4.328
Mitchum's Anti-Perspirant	28.726
GOLDEN VALLEY NATIONAL INC.	
Vademecum Tooth Paste	63.175
B. F. GOODRICH CO.	1.204.674
Geon Vinyls	4.846
Goodrich Batteries	855
Goodrich Tires	1.198.973
GOODYEAR TIRE & RUBBER CO.	3.596.620
Goodyear Flooring	99.133
Goodyear Tire & Rubber Co.	149.426
Goodyear Tires	3.348.061
GOODY'S MFG. CORP.	
Headache Powders	39.720
GORHAM CO.	29.924
Silver Polish	8.634
Silverware	21.290
H. W. GOSSARD CO.	
Girdles	35.813
GOVERNMENT EMPLOYEES INSURANCE CO.	25.989
W. R. GRACE & CO.	187.257
Grace	162.831
Panama	20.862
Wonder Gro	3.564
GRAMERCY TOURS INC.	
Bachelor Party Tours	43.027
GRAND DUCHESS STEAKS INC.	
Frozen Meat Products	41.256
GRAY LINES SIGHT SEEING COMPANIES ASSOCIATED	27.914
GREAT AMERICAN INSURANCE CO.	39.152
GREAT NORTHERN RAILWAY CO.	274.062
GREAT WESTERN SUGAR CO.	
G. W. Sugar	45.786
GREEK LINE INC.	
Steamship Transport	125.458
GREEN GIANT CO.	843.099
Green Giant Vegetables	688.302
Kounty Kist Vegetables	52.441
Le Sueur Vegetables	32.878
Niblets	69.478
GREEN SHOE MFG. CO.	
Stride Rite Shoes	26.791
GREENWOOD MILLS INC.	
Fabrics	64.322
GREETINGS UNLIMITED	35.638
GREYHOUND CORP.	
Bus Transportation	2.942.676
GREYSTONE CORP.	838.365
Angel Record Club	6.458
Capitol Record Club	737.224
Capitol Records	89.837
Greystone Press	4.846
GROCERY STORE PRODUCTS CO.	298.103
B In B Mushrooms	97.895
Cream of Rice	104.103
Kitchen Bouquet Gravy	96.105
GROLIER SOCIETY INC.	103.857
Encyclopedia Americana	97.902
Grolier Society Inc.	5.955
GROUP HEALTH MUTUAL INSURANCE	47.898
GROUP HOSPITAL SERVICE INC. & GROUP MEDICAL & SURGICAL SERVICE (DALLAS)	61.340
GROUP HOSPITALIZATION INC., WASHINGTON & MEDICAL SERVICE OF DISTRICT OF COLUMBIA	75.591
GUEST AEROVIAS MEXICO	90.409
GUILD WINE CO.	34.281
Brandy	2.600
Wine	31.681
CHARLES GULDEN INC.	
Mustard	89.337
GULF GUARANTY LAND & TITLE CO.	65.827
GULF LIFE INSURANCE CO.	76.155
GULF OIL CORP.	1.958.767
Gasoline & Oils	1.134.592
Gulfspray	209.929
Tires	40.433
Institutional	573.813
S. GUMPERT CO.	
Noxon	44.807

H

H. D. T. COMPANY FACTORS INC.	
Blue Coral & Blue Coral Sealer	35.328
HABERLE CONGRESS BREWING CO.	
Congress Beer	29.274
HABITANT SOUP CO.	
Soups	28.561

LIST OF U. S. NEWSPAPERS WITH LOWER OPEN MILLINE RATES THAN THE STAR*



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THE KANSAS CITY STAR

MARTIN L. HALL CO.	69,631
Victor Coffee	14,889
Victor Coffee & Instant Coffee	16,872
Victor Products	16,608
Victor Tea	21,262
HALLMARK CARDS INC.	
Greeting Cards	97,760
HAMILTON MFG. CO.	154,925
Dryers	128,223
Dryers & Washers	26,702
THEO. HAMM BREWING CO.	
Beer	440,207
C. S. HAMMOND & CO.	80,994
HAMPDEN-HARVARD BREWERIES INC.	39,524
Dobler Beer	7,623
Hampden Beer	14,245
Harvard Beer	17,656
JOHN HANCOCK MUTUAL LIFE INSURANCE CO.	42,928
PETER HAND BREWERY CO.	
Meister Brau Beer	167,970
HAPPINESS TOURS INC.	53,775
HARCOURT, BRACE & CO.	
Books	82,524
HARDWARE MUTUALS	67,241
HARLEYSVILLE MUTUAL INSURANCE CO.	91,318
HARPER & BROS.	416,719
Atlantic Magazine	25,666
Books	391,053
HARRISON TACKLE CO.	
Vivif Lure	32,716
HARTFORD ELECTRIC LIGHT CO.	71,214
HARTFORD GAS CO.	32,486
HARVARD UNIVERSITY PRESS	39,407
C. F. HATHAWAY CO.	
Shirts	57,500
HAWAII VISITORS BUREAU	81,689
HAWAIIAN ELECTRIC CO.	45,715
HAWAIIAN PINEAPPLE CO.	398,854
Dole ABC Breakfast Juice	32,019
Dole Frozen Juices	17,011
Dole Frozen Pineapple-Grapefruit & Pineapple-Orange Juice	59,553
Dole Frozen Pineapple Juice	17,380
Dole Fruits	263,849
Dole Pineapple Products	9,042
HAWAIIAN TELEPHONE CO.	27,553
HAWTHORN BOOKS INC.	29,730
HAWTHORN-MELLODY FARMS	
DAIRY	80,741
Cottage Cheese	11,252
Ice-Cream	15,316
Milk	32,347
900 Cal	8,247
Sour Cream	1,942
Yogurt	4,252
Products	7,385
HEARST CORP.	612,219
American Weekly	13,368
Boston Record-American-Advertiser	1,041
Hearst Corp.	16,068
Los Angeles Examiner	5,504
New York Journal-American	414,165
New York Mirror	135,279
San Francisco Examiner	26,794
HEARST MAGAZINES	1,376,319
Avon Books	4,549
Cosmopolitan	63,826
Good Housekeeping	998,460
Good Housekeeping Cookbooks	118,931
Harper's Bazaar	27,813
Motor Book	164,741
L. S. HEATH & SONS INC.	
Ice Cream Bars	129,395
HEAVEN HILL DISTILLERS INC.	75,867
Bourbon Falls Whisky	4,742
Heaven Hill & Old Heaven Hill Whiskies	13,875
Heaven Hill Whisky	42,450
Old Heaven Hill Whisky	14,800
H. J. HEINZ CO.	2,447,658
Baby Foods	933,865
Barbecue Sauce	3,416
Beans	166,559
Chili Sauce & Ketchup	129,324
57 Sauces	108,625
Ketchup	194,739
Macaroni & Spaghetti	50,827
Minute Meals	1,599
Mustard Sauce	3,154
Pickles	29,120
Relish	144,081
Soups	320,413
Stew	10,940
Tomato Juice	55,208
Vinegar	140,272
Worcestershire Sauce	3,825
Products	151,691
HELENE CURTIS INDUSTRIES INC.	1,146,789
Enden Shampoo	9,231
Helene Curtis Preparations	928,718
Kings Men Products	174,924
Lentheric Preparations	24,226
Tweed	9,690
HERITAGE PRESS	
Books	27,450
HERTZ CORP.	
Rent-A-Car	191,689
HEUBLEIN INC.	1,603,381
Bell's Royal Vat Scotch Whisky	62,984
Bell's Royal Vat & Special Reserve Scotch Whisky	1,269
Bell's Special Reserve Scotch Whisky	11,740
Harvey's Bristol Cream Sherry	38,520
Heublein's Cordials	76,609
Milshire Gin	60,866
Popov Vodka	48,221
Relska Vodka	117,899
Smirnoff Vodka	1,185,273
HIGHLANDS COUNTY LAND & TITLE CO.	29,743
HILL TOURS	26,421
HILLS BROS. COFFEE INC.	421,135
Coffee	184,139
Coffee & Instant Coffee	4,828
Instant Coffee	232,168
HILLSIDE DAIRY CO.	25,309
Milk	17,258
Products	8,051
CHARLES E. HIRES CO.	
Root Beer	102,328
HOBART MFG. CO.	
Kitchen Aid Dishwasher	53,099
J. S. HIFFMAN CO.	
Cheese	49,315
HOFFMAN ELECTRONICS CORP.	28,480
Television	22,169
Products	6,311
HOFFMAN HOUSE SAUCE CO.	
Dressings & Sauces	60,068
HOLLAND-AMERICA LINE	382,935
HOLT, RINEHART & WINSTON INC.	81,769
HOME BAKERS INC.	
Rainbo Bread	53,778
HOME BREWING CO.	
Richbrau Beer	30,989
HOME LINES AGENCY INC.	234,769
Hamburg-Atlantic Line	38,028
Home Lines	196,741
HONEY HARBOUR CO.	
Woolite	95,482
HONOLULU GAS CO.	40,536
HONOLULU GAS EQUIPMENT CO.	28,081
HOOD CHEMICAL CO.	36,748
Soft Rinse	12,616
Starches	1,450
Products	22,682
H. P. HOOD & SONS INC.	208,201
Cottage Cheese	24,804
Cream	20,268
Egg Nog	1,682
Ice Cream	19,445
Milk	23,484
Products	118,518
HOOVER CO.	56,328
Cleaner & Floor Polisher	11,566
Floor Washer	44,762
GEO. A. HORMEL & CO.	306,556
Chili	136,171
Meat Products	162,752
Spam	7,633
HOSPITAL CARE CORP., CINCINNATI & OHIO MEDICAL INDEMNITY, INC.	50,217
HOSPITAL SERVICE CORP., CHICAGO & ILLINOIS MEDICAL SERVICE	199,165
HOSPITAL SERVICE OF CALIFORNIA	74,271
HOSPITAL SERVICE OF SOUTHERN CALIFORNIA	48,765
HOSPITAL SERVICE PLAN OF NEW JERSEY & MEDICAL SURGICAL PLAN OF NEW JERSEY	36,847
HOUBIGANT SALES CORP.	
Preparations	125,926
HOUGHTON MIFFLIN CO.	124,620
HOUSE OF WESLEY	84,938
HOUSTON CORP.	25,026
HOUSTON LIGHT & POWER CO.	206,579
HOUSTON NATURAL GAS CORP.	38,830
HUDEPOHL BREWING CO.	
Beer	46,527
HUDSON PULP & PAPER CORP.	101,944
Napkins	36,059
Tissue	63,512
Products	2,373
HUDSON RIVER DAY LINE INC.	102,208
HUDSON VITAMIN PRODUCTS INC.	185,333
HUDSON'S BAY CO.	
Scotch Whisky	62,191
HUMPHREY'S MEDICINE CO.	
Humphrey's II	35,753
HUNT FOODS & INDUSTRIES INC.	613,130
Blue Plate Products	25,485
Hunt's Catsup	40,105
Hunt's Peanut Butter	2,446
Hunt's Products	12,827
Hunt's Tomato Paste	30,402
Hunt's Tomato Sauce	290,269
Snowdrift Shortening	47,317
Wesson Oil	164,279
HUPP CORP.	42,955
Gibson Air Conditioner	14,728
Gibson Products	3,203
Gibson Refrigerator	18,597
Perfection Heating Equipment	2,515
Typhoon Heat Pump	3,912
HYGRADE FOOD PRODUCTS CORP.	175,400
Dold Meat Products	2,748
Hygrade's Corned Beef Hash	8,220
Hygrade Meat Products	159,457
Jordan's Meat Products	4,975

I

ICELANDIC AIRLINES INC.	71,555
IDAHO ADVERTISING COMMISSION	211,189
Onions & Potatoes	32,045
Plums	3,554
Potatoes	175,590
ILLINOIS BELL TELEPHONE CO.	318,880
ILLINOIS CENTRAL RAILROAD CO.	138,290
ILLINOIS MEAT CO.	178,691
Broadcast Beef Stew	8,039
Broadcast Chili	25,609
Broadcast Corned Beef Hash	122,870
Broadcast Products	22,173
ILLINOIS STATE TOLL HIGHWAY COMMISSION	35,605
ILLUMINATING CO. OF CLEVELAND	175,965
INCRES LINE	315,591
INDIANA BELL TELEPHONE CO.	90,923
INDIANA & MICHIGAN ELECTRIC CO.	97,400
INDIANAPOLIS POWER & LIGHT CO.	49,948
INSTITUTE OF LIFE INSURANCE	1,847,344
INSTITUTE OF MENTALPHYSICS	58,281
INTERNATIONAL BUSINESS MACHINES CORP.	
Business Machines	240,776
INTERNATIONAL HARVESTER CO.	75,801
International Harvester Farm Equipment	7,324
International Tractor	2,529
International Truck	51,105
Institutional	14,843
INTERNATIONAL LADIES' GARMENT WORKERS UNION AFL-CIO	586,511
INTERNATIONAL MILLING CO.	199,183
Big Joe Flour	2,481
Robin Hood Flour	196,702
INTERNATIONAL MINERALS & CHEMICAL CORP.	
Ac'cent	352,928
INTERNATIONAL NICKEL CO.	164,065
INTERNATIONAL SHOE CO.	190,376
Florsheim Shoes	179,248
International Shoes	304
Weather-Bird Shoes	10,824
INTERNATIONAL TELEPHONE & TELEGRAPH CORP.	67,955
INTERNATIONAL TUNA FISH ASSN.	
Canned Tuna	34,360
INTERSTATE BAKERIES CORP.	624,055
Blue Seal Bread	72,348
Butternut Bread	303,234
Interstate Bakeries Corp.	1,646
Log Cabin Baking Products	27,227
Log Cabin Bread	76,013
Mrs. Karl's Bread	16,247
St. John's Bread	15,839
Weber's Bread	111,501
IOWA POWER & LIGHT CO.	71,330
IRISH INTERNATIONAL AIRLINES	320,421
IRISH TOURIST OFFICE	50,419
IRON FIREMAN MFG. CO.	25,622
Iron Fireman	14,336
Petro Solar-Therm	11,286
IROQUOIS GAS CORP.	137,767
ITALIAN LINE	
Steamship Transport	166,271

J

JFG COFFEE CO.	27,258
Coffee	10,344
Instant Coffee	16,914
JACKSON BREWING CO.	
Jax Beer	46,020
JACKSON & PERKINS CO.	45,786
JACOBSEN MFG. CO.	109,201
Mower	103,849
Snow Jet 360	5,352
CHARLES JACQUIN, ET CIE	29,850
Brandy	3,799
Brandy & Rum	1,328
Cordials	7,336
Vodka	14,129
Products	3,258
JAGUAR CARS LTD.	
Cars	132,327
JAMAICA TOURIST BOARD	90,280
JANTZEN INC.	65,845
Girdles	6,824
Sportswear	28,498
Sweaters	10,174
Swim Suits	20,349
JAPAN AIR LINES CO.	93,728
JENNEY MFG. CO.	
Gasolines & Oils	64,901
JERCLAYDON INC.	
Glamorene	33,506
ANDREW JERGENS CO.	594,437
Jergens Preparations	33,604
Woodbury Preparations	8,027
Woodbury Shampoo	26,591
Woodbury Soap	526,215
JIFFY STEAK CO.	40,832
Chuck Wagon Meat Products	4,774
Jiffy Meat Products	36,058
JOHNS-MANVILLE CORP.	50,003
Brake Lining	29,505
Rock-Shakes	15,445
Products	5,053
JOHNSON & JOHNSON	1,730,520
Chix Baby Panty	12,462
Chix Diapers	17,491
Johnson & Johnson First Aid Cream	218,886
Johnson & Johnson Products	95,020
Micrin	208,828
Modess	1,149,745
Tampons	24,728
Teen-Age	3,360
S. C. JOHNSON & SON	354,980
Brisk	127
Holiday Car Washing Cream	131,385
J-Wax	71,376
Johnson's Shoe Polish	145,771
Johnson's Wax	6,321
ROBT. A. JOHNSTON CO.	62,682
Candies	9,689
Crackers & Cookies	41,176
Products	11,817
JONATHAN LOGAN	
Dresses	109,217
JONES DAIRY FARM	
Meat Products	53,090

K

KLM ROYAL DUTCH AIRLINES	977,880
E. KAHN'S SONS CO.	
Meat Products	53,737
KAISER INDUSTRIES CORP.	380,804
Aluminum	73,243
Aluminum Homes	10,419
Cement	5,970
Gypsum	2,966
Steel	16,751
Willys Cars	232,906
Willys Trucks	38,549

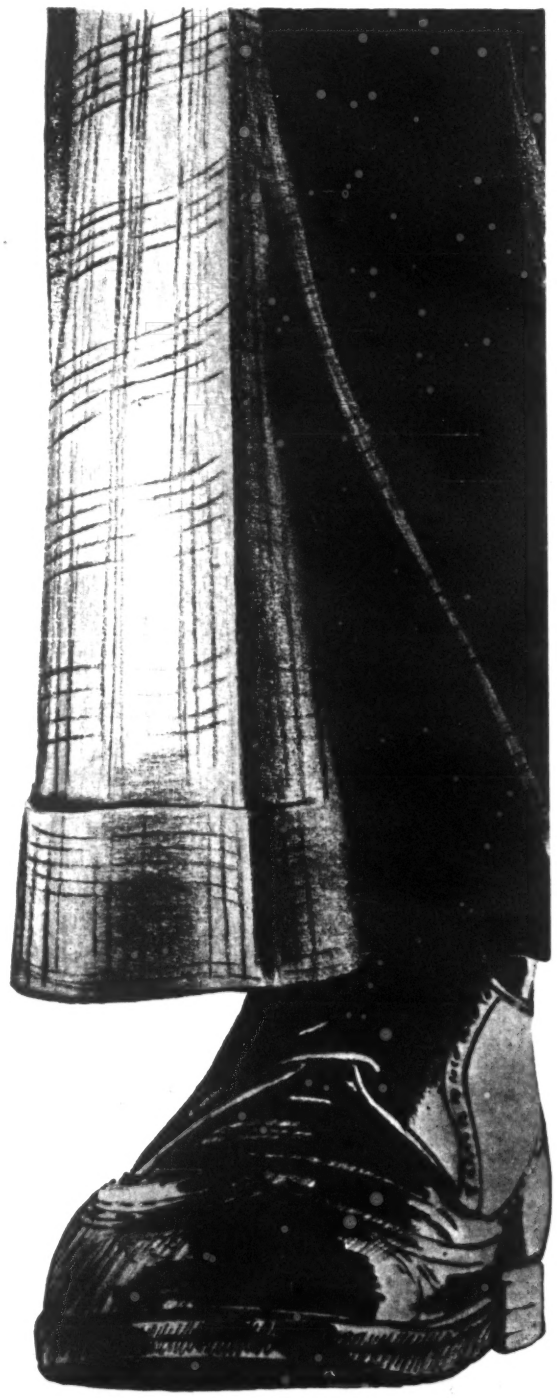
QUAD-CITIES
(Davenport, Ia. - Rock Island Moline - East Moline, Ill.)

TAKE BIG STEP FORWARD

3RD LARGEST IOWA-ILLINOIS MARKET

OVER A QUARTER MILLION PEOPLE
Now 270,058

Quad-Cities are moving UP in business . . . . International Harvester local plants alone have taken another step forward with an increase of tractor production of 45%. Quad-Cities with a spendable income in excess of a half billion dollars is on the move! Quad-City daily newspapers with 99.8% coverage of the metropolitan area is the perfect media to sell YOUR product!



THE COMPLETE COVERAGE MEDIUM OF THE MARKET

QUAD-CITY NEWSPAPERS

MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by Allen-Klapp Co.

DAVENPORT MORNING DEMOCRAT
DAVENPORT EVENING TIMES
Represented by Jann & Kelley, Inc.

Three Fifths of Chicago's Car Owners are locked out...

...from your advertising when you use any single daily newspaper

If you're selling autos, this may be a jolt. You are *now missing* from 58.7 to 79.7%* — about three-fifths or more — of Chicago's car-owning households when you advertise in *just one* Chicago daily newspaper.

Surprising? Particularly when you consider that more than 7 of 10 Chicagoans read a newspaper every day.

The lesson to be learned is obvious. It takes *two or more* newspapers to sell Chicago — and the top two for the money are the Chicago Sun-Times and Chicago Daily News.

The new Sun-Times and Daily News rate structure, with new combination discounts, gives you Chicago's most efficient advertising buy. From 48 to 241 more readers per dollar, from 15 to 158 more readers in car-owning households per dollar than any other 2-paper combination.

*"Chicago NOW," the report on the first Chicago market study conducted in consultation with the Advertising Research Foundation, supplies these revealing figures — plus some important new ideas — about selling Chicago. If you don't already have a copy, contact your Sun-Times and Daily News representative today. He'll also have *specific information* on how recent Chicago rate changes have affected the figures in "Chicago NOW."

*Based on 1000 Line B&W ad

TOP TWO FOR THE MONEY

CHICAGO SUN-TIMES

CHICAGO DAILY NEWS

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Rm. 1708, Circle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.
ATLANTA, LOS ANGELES, SAN FRANCISCO: Sawyer-Ferguson-Walker Co.

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KAL KAN FOODS INC.	37,703
Cat Food	4,347
Cat & Dog Food	15,754
Dog Food	2,537
Rounds	15,065
KANSAS CITY BOARD OF PUBLIC UTILITIES	25,077
KANSAS CITY POWER & LIGHT CO.	60,272
KANSAS CITY SOUTHERN LINES	50,303
KANSAS CITY STAR	32,304
KASSER DISTILLERS PRODUCTS CORP.	111,873
Four Queens Whisky	1,751
House of Kasser Brandy	543
House of Kasser Egg Nog	254
House of Kasser Rock & Rye	254
Kasser's 51 Gin & Whisky	16,391
Kasser's 51 Whisky	66,142
Kasser's Products	2,298
Kasser's Vodka	14,837
Tiger Rose Wine	9,403
R. & M. KAUFMANN, INC.	61,113
Toni Todd Dresses	58,010
Vicky Vaughn Dresses	3,103
KAYSER ROTH CORP.	64,158
Holeproof Socks	1,551
Kayser Girdles	9,308
Kayser Gloves & Hosiery	29,838
Kayser Lingerie	4,846
Supp-Hose Stockings	18,615
KELLOGG CO.	992,889
All Bran	45,167
All Stars	364,103
Cereals	206,617
OK's	139,279
Request Pack	100,618
Special K	113,246
Sugar Frosted Flakes	3,530
Products	20,329
KENDALL CO.	98,493
Bauer & Black Elastic Hosiery	418
Blue-Jay Corn Plasters	45,200
Curad	40,570
Curity Products	10,306
Curity Rib Nipple	1,999
KENNECOTT COPPER CORP.	34,820
KENTILE INC.	213,965
KEYSTONE CAMERA CO.	
Cameras & Projectors	141,678
KEYSTONE MUSHROOM CO.	28,070
KIEKHAEFER CORP.	
Mercury Outboard Motor	866,048
KIKKOMAN INTERNATIONAL INC.	
Soy Sauce	28,017
KILPATRICK BAKING CO.	
Bread	30,162
KIMBERLY-CLARK CORP.	1,087,310
Delsey Tissue	10,236
Fems	611,892
Kleenex Tissues	11,762
Kotams	30,344
Kotex	420,721
Products	2,355
KING KORN STAMP CO.	29,170
KIPLINGER WASHINGTON EDITORS INC.	33,234
KIRSCH BEVERAGES INC.	
No-Cal	92,306
I. B. KLEINERT RUBBER CO.	34,404
Baby Pants	4,846
Dress Shields	4,846
Girdles	4,846
Products	15,020
Shower Drapes	4,846
KNIGHTS OF COLUMBUS	387,063
ALFRED A. KNOPF INC.	153,481
KNOX CO.	331,678
Cystex	258,170
Mendaco	73,508
KNOX GELATINE CO.	574,574
KNUDSEN CREAMERY CO. OF CALIFORNIA	243,454
Buttermilk & Cottage Cheese	45,864
Cottage Cheese	8,456
Cottage Cheese & Hampshire Sour Cream	52,568
Hampshire Sour Cream	18,401
Milk	40,398
Non-Fat Milk	30,427
Products	47,340
KOBRAND CORP.	202,553
Beefeater Gin	186,452
Robertson's Yellow Label Scotch Whisky	16,101
KRESS & OWEN CO.	
Glyco-Thymoline	26,838
KRETCHMER CORP.	89,918
Sugar'n Honey	6,692
Wheat Germ	83,226
KREY PACKING CO.	176,442
Beans	2,687
Meat Products	121,205
Salisbury Steaks & Sliced Beef	19,716
Stuffed Cabbage & Peppers	3,086
Vegetables	29,748
KROEHLER MFG. CO.	
Furniture	41,161
G. KRUEGER BREWING CO.	74,241
Ambassador Beer	8,226
Holsten Beer	23,656
Krueger Ale	2,731
Krueger Beer	39,628
KUNER-EMPSON CO.	
Food Products	28,346

L

LACLEDE GAS CO.	192,364
L'AIGLON APPAREL INC.	407,643
Jean D'Arc Dresses	29,070
L'Aiglon Dresses	378,573
LAN CHILE AIRLINES	54,176
LAND O'LAKES CREAMERIES INC.	
Butter	585,856
SAM LANDORF & CO.	
Youngland Dresses	38,760
LANGENDORF UNITED BAKERIES INC.	518,020
Barbara Ann Baking Products	16,163
Barbara Ann Bread	42,490
Dr. Penland's Bread	18,392
Hollywood Bread	165,578
Holsum Baking Products	37,060
Holsum Bread	223,066
Holsum Brown'n Serve Rolls	5,013
Holsum Buns & Rolls	6,777
Langendorf Bread	3,481
LANOLIN PLUS INC.	
Alva-Tranquil	42,036
LANVIN PARFUMS INC.	
Preparations	52,221
LARSEN CO.	165,586
Freshlike Vegetables	154,935
Veg-All Vegetables	10,651
LARUS & BROS CO.	47,870
Domino Cigarets	121
Edgeworth Tobacco	39,300
Holiday Tobacco	8,449
LATROBE BREWING CO.	
Rolling Rock Beer	31,196
LAVOPTIK CO.	
Lavoptik	30,462
LAWRY'S FOODS INC.	54,686
Dressings	25,908
Seasoned Salt	12,720
Spaghetti Sauce Mix	16,058
LEA & PERRINS INC.	
Lea & Perrins Worcestershire	37,438
H. D. LEE CO.	
Workclothes	81,310
LEE FILTER CORP.	
Filters	53,934
THOMAS LEEMING & CO.	230,042
Ben-Gay	31,170
Pacquins Preparations	198,872
JAMES LEES & SONS CO.	
Carpets & Rugs	304,047
LEHN & FINK PRODUCTS CORP.	241,174
Dorothy Gray Preparations	143,090
Etiquet Deodorant	18,060
Liqui-Color	25,523
Medi-Quik	13,426
Ogilvie Sisters Preparations	13,892
Stri-Dex	11,841
Tussy Preparations	15,342
LEO'S QUALITY FOODS	57,348
LEROUX & CO.	30,661
Leroux Brandy & Cordials	30,509
Nikolai Vodka	152
LESLIE SALT CO.	68,937
LEVER BROS. CO.	5,162,958
Air-Wick	26,221
All	52,421
Breeze	67,464
Dinner-Redy Frozen Products	29,006
Dove Soap	112,075
Gayla Soap	16,825
Good Luck Margarine	3,491
Handy Andy	19,406
Hum	9,566
Imperial Margarine	438,130
Lever Bros. Products	507,212
Lever Liquids	15,182
Lifebuoy Soap	87,345
Lipton Instant Tea	177,922
Lipton Products	1,624
Lipton Soups	1,309,347
Lipton Tea	241,886
Lipton Tea & Wish-Bone Dressing	7,975
Lipton Tea & Wish-Bone French Dressing	123,508
Lucky Whip	168,477
Lux Soap	12,479
Lux Liquid Detergent	244,209
Lux Liquid Detergent & Toilet Soap	18,026
Lux Products	6,310
Mrs. Butterworth's Syrup	15,663
Pepsodent Tooth Brush & Tooth Paste	357,923
Pepsodent Toothpaste	78,619
Praise Soap	92,267
Rinso	15,622
Silver Dust	28,414
Spry	73,516
Stripe Tooth Paste	71,763
Surf	24,090
Wish-Bone French Dressing	79,294
Wish-Bone Italian Dressing	27,526
Wish-Bone Salad Dressing	602,154
HENRY S. LEVY & SON	
Levy's Bread	116,081
LEWIS FOOD CO.	237,673
Dr. Ross Cat & Dog Food	16,138
Dr. Ross Cat Food	133,419
Dr. Ross Dog Food	36,804
Skippy Cat & Dog Food	46,355
Skippy Pet Food	5,957
LEWIS HOWE CO.	635,908
Nature's Remedy	34,292
Tums	601,616
LIBBY, MCNEILL & LIBBY	1,934,389
Libby's Beef Stew	769,763
Libby's Corned Beef Hash	27,104
Libby's Frozen Drinks & Juices	11,248
Libby's Fruits	434,044
Libby's Meat Products	17,859
Libby's Products	8,289
Libby's Spaghetti & Meat Balls	60,070
Libby's Tomato Juice	407,525
Libby's Vegetables	166,257
Libby's Vienna Sausage	32,230
LIBERTY BELL STUDIOS INC.	
Liberty Bell Cards	53,650
LIBERTY MUTUAL INSURANCE CO.	38,388
LIBERTY TRAVEL AGENCY	186,701
LIEBMANN BREWERIES INC.	
Rheingold Beer	1,668,233
LIGGETT & MYERS TOBACCO CO.	2,792,485
Chesterfield Cigarets	1,286,752
Duke Cigarets	219,245
L & M Cigarets	664,394
Oasis Cigarets	622,094
LILY OF FRANCE INC.	44,080
Bra	2,244
Bra & Girdle	3,972
Foundations	36,601
Girdle	1,263
LINCOLN BUS LINE	32,436
LINDER BROS. INC.	37,682
Linder Bros.	16,464
Shagmoor Coats	21,218
LINDY PEN CO.	
Pencils & Pens	174,349
LINEA AEROPOSTAL VENEZOLANA	26,850
J. B. LIPPINCOTT CO.	87,847
LITTLE, BROWN & CO.	121,639
LOMA LINDA FOOD CO.	
Gravy Quick	25,687
LONE STAR BOAT MFG. CO.	30,231
Lone Star Boats	23,808
Lone Star Outboard Motors	6,423
LONE STAR BREWING CO.	
Lone Star Beer	203,774
LONE STAR GAS CO.	136,792
LONG ISLAND LIGHTING CO.	118,232
LONGINES-WITTNAUER WATCH CO.	
Longines-Wittnauer Watches	55,903
L'OREAL OF PARIS PRODUCTS	
Preparations	116,429
P. LORILLARD CO.	5,100,677
Beech-Nut Chewing Tobacco	7,650
Kent Cigarets	4,060,064
Newport Cigarets	1,053
Old Gold Cigarets	74,858
Spring Cigarets	605,247
Institutional	351,805

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San Francisco

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Los Angeles

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LOS ANGELES DEPARTMENT OF WATER AND POWER 243,528
LOUISIANA SWEET POTATO ADVERTISING & DEVELOPMENT COMM.
Yams 31,985
LOUISVILLE & NASHVILLE RAILROAD CO. 71,224
LOVABLE BRASSIERE CO.
Lovable Bra 39,809
JOSEPH LOVE INC.
Love Dresses 43,606
JOE LOWE CORP.
Popsicle 100,601
FREDERICK F. LOWENFELS & SON 25,429
Hotel Bar Butter 23,792
Whipstix Butter 1,637
M. LOWENSTEIN & SONS
Wamsutta Cottons & Sheets 60,591
LUCKY LAGER BREWING CO.
Lucky Lager Beer 260,189
LUFTHANSA 442,662
LUSTIG FOOD SALES
Punchinello Fruit Punch 54,972

M

MACFADDEN PUBLICATIONS INC.
True Story 28,349
MACKEY AIRLINES 27,848
MACMILLAN CO. 138,854
MacMillan Co. 118,669
St. Martins Press Inc. 20,185
MAC-O-LAC PAINT CO.
Paint Products 43,005
MAGIC MOLD INC. 59,166
MAGNAVOX CO. 48,014
Phonograph & Television 28,259
Television 19,755
MAGNUS ORGAN CORP.
Electric Organ 43,876
MAIDENFORM BRASSIERE CO. .. 301,754
Bra 188,930
Bras & Girdles 15,031
Girdles 97,793
MAIER BREWING CO.
Brew 102 Beer 30,756
MAINE POTATO COMMITTEE
State of Maine Potatoes 37,168
MANCO CHEMICAL CO.
Chlordane 64,911
MANHATTAN SHIRT CO.
Shirts 263,275
B. MANISCHEWITZ CO. 68,432
Gefilte Fish 28,069
Soups 2,079
Products 38,284
MARBORO BOOK CLUB 46,137
MARCALUS MFG. CO. 47,299
Kitchen Charm Waxed Paper ... 9,542
Kitchen Charm Waxed Paper & Marcal Napkins 12,554
Marcal Napkins 12,155
Marcal Paper Products 13,048
CHARLES MARCHAND CO.
Preparations 41,997
MARTIN TRAVEL BUREAU 40,678
MARTINSON'S COFFEE INC.
Coffee 86,087
MARYLAND DEPT. OF ECONOMIC DEVELOPMENT 81,937
MARYLAND HOSPITAL SERVICE, INC. & MARYLAND MEDICAL SERVICE INC. 28,581
MASONITE CORP. 29,293
MASSACHUSETTS DEPT. OF COMMERCE 53,022
MATSON NAVIGATION CO. 319,873
TOM MAUPIN TOUR ASSOCIATES 25,997
MAYBELLINE CO.
Preparations 383,949
OSCAR MAYER & CO.
Meat Products 639,316
MAYTAG CO. 167,257
Coin-A-Matic Launderies 4,176
Dryers 51,190
Dryers & Washers 44,517
Washers 67,374
E. J. McALEER & CO. 379,411
Mrs. Paul's Frozen Dinners 60,486
Mrs. Paul's Frozen Fish Products 288,861
Mrs. Paul's Frozen Vegetables .. 30,064
McCALL CORP. 1,229,721
McCall's 1,041,248
Redbook 188,473
McCORMICK & CO. 68,760
McCormick Tea 42,357
Schilling Barbecue Sauce Mix .. 5,562
Schilling Condiments 1,660
Schilling Extracts & Food Colors 11,586
Schilling Spices 7,595
McCULLOCH CORP.
Scott Outboard Motor 205,570
McGRAW-EDISON CO. 205,192
Artic Circle Air Conditioner ... 44,878
Speed Queen Dryer 3,571
Speed Queen Dryer & Washer .. 149,947
Speed Queen Washer 2,255
Toastmaster Appliances 3,368
Travel Aire Air Conditioner 1,173
McGRAW-HILL PUBLISHING CO. 202,874
Business Week 29,087
McGraw-Hill Publishing Co., Inc. 5,400
McGraw-Hill Book Co., Inc. ... 156,055
Whittlesey House 12,332
McGREGOR-DONIGER INC.
Sportswear 51,613
DAVID McKAY CO. 61,255
McKESSON & ROBBINS INC. ... 488,516
Bertani Wines 9,618
Bexel 159,377
Chapin & Gore Whiskey 103,061
Galliano Liqueur 2,240
Martin's De Luxe & Fine & Rare Scotch Whisky 1,056
Martin's V.V.O. Scotch Whisky . 166,152
McKesson & Robbins Products .. 17,457
Nicholson's Lamplighter Gin ... 6,826
Ora 22,729
MEAD JOHNSON & CO. 1,414,865
Bib Baby Foods 13,340
Metrecal 1,401,525
MEGS MACARONI CO.
Pennsylvania Dutch Macaroni Products 71,294
MENNEN CO. 495,279
Athlecin 85,924
Citation Preparations 100,810
Date Line Deodorant 106,732
Mennen Baby Preparations 12,720
Mennen Preparations 9,792
Mennen Quinsana 179,301
MENTHOLATUM CO. 29,263
Mentholatum 4,151
Mist 25,112
MEREDITH PUBLISHING CO.
Better Homes & Gardens 305,012
MERRIMACK-ESSEX ELECTRIC CO. 32,905
MERRITT-CHAPMAN & SCOTT CORP. 107,579
Devoe Paints 24,528
Merritt-Chapman & Scott Corp. 75,301
New York Shipbuilding Corp. .. 7,750
MERRY MFG. CO. 81,075
Community Hobby Shops 69,737
Merry-Tiller Mower 11,338
JULIAN MESSNER INC. 60,590
METRO-GOLDWYN-MAYER 25,940
M.G.M. Records 3,050
Pictures 22,890
METROPOLITAN LIFE INSURANCE CO. 573,101
METROPOLITAN UTILITIES DISTRICT (OMAHA, NEBRASKA) 48,786
METZGER DAIRY CO.
Milk 75,004
MEXICAN GOVERNMENT TOURIST BUREAU 121,013
MIAMI BEACH (FLORIDA) CHAMBER OF COMMERCE 143,626
MIAMI BEACH OCEANFRONT MOTELS INFORMATION BUREAU 32,177
MIAMI HERALD 30,817
MICHIGAN BELL TELEPHONE CO. 237,022
MICHIGAN BULB CO. 221,997
MICHIGAN CONSOLIDATED GAS CO. 127,785
MICHIGAN FRUIT CANNERS, INC.
Thank You Pie Filling 34,949
MICHIGAN HOSPITAL SERVICE & MICHIGAN MEDICAL SERVICE 44,005
MICHIGAN MUTUAL LIABILITY CO. 32,216
MID-CENTURY BOOK SOCIETY INC. 74,413
MIDDLE SOUTH UTILITIES INC.
New Orleans Public Service Inc. 88,808
MIDLAND PHARMACAL CORP.
Snug Denture Cushions 75,292
LOUIS MILANI FOODS INC. 97,984
Dressings 16,572
1890 French Dressing 70,924
Low Calorie French Dressing ... 4,831
Low Calorie Italian Dressing ... 5,657
MILES LABORATORIES INC. 1,335,705
Alka-Seltzer 545,585
Bactine 2,114
Chocks Vitamins 9,672
One-A-Day Vitamins 778,334
MILK FOUNDATION INC. 159,173
MILLER BREWING CO.
High Life Beer 187,241
MILNOT CO. 163,039
MILWAUKEE GAS & LIGHT CO. 113,465
MINNEAPOLIS GAS CO. 150,847
MINNESOTA CONSOLIDATED CANNERIES INC. 29,155
Butter Kernel Corn 5,018
Butter Kernel Vegetables 24,137
MINNESOTA HOSPITAL SERVICE ASSN. & MINNESOTA INDEMNITY, INC. 51,533
MINNESOTA MINING & MFG. CO. 442,772
Scotch-Brite Scouring Pads 93,579
Scotch Cellophane Tape 218,179
Scotch Lint Remover 62,985
Scotchgard Stain Repeller 37,230
Thermo-Fax 10,915
3M Reflective Products 9,590
Institutional 10,294
MINNESOTA & ONTARIO PAPER CO.
Insulite Ceilings 120,276
MINNESOTA POWER & LIGHT CO. 43,443
MINUTE MAID CORP. 1,006,929
Minute Maid Banana Orange Juice 12,594
Minute Maid Juices 531,091
Minute Maid Orange Bars 17,592
Minute Maid Orange Juice 70,421
Snow Crop Frozen Foods 33,013
Snow Crop Frozen Orange Juice .. 268,203
Snow Crop Frozen Orange Juice & Vegetables 16,190
Snow Crop Frozen Vegetables .. 57,825
MIRRO ALUMINUM CO. 78,059
MISSION PAK CO.
Products 63,260
MISSION VALLEY MILLS, INC.
Fabrics 67,830
MISSISSIPPI POWER & LIGHT CO. 25,849
MISSOURI PACIFIC RAILROAD CO. 63,750

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It's 14th in gasoline sales. Total 1960 Retail Sales, 1 billion, 200 million dollars.

Here's how they rank in California . . .
1. Los Angeles-Long Beach 2. San Francisco-Oakland 3. San Diego 4. **San Bernardino-Riverside** 5. San Jose 6. Sacramento

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WTRF-TV STORY BOARD

NEW FRONTIER: Things are getting so good that before long, instead of sending CARE packages, we'll be sending recipes overseas.

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SOFT SELL in the Lost Column: Lost . . . twenty dollar bill near Market Street. Sentimental value.

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BARKING BOSS: "You were twenty minutes late. Don't you know what time we start to work in this office?"
OFFENDER: "No, sir, I get right to work and never check to see when you all get started!"

Wheeling wtrf-tv

OVERHEARD: "OK, so she's not exactly sarcastic, but if she ever bit her tongue, bet she'd get acid poisoning."

wtrf-tv Wheeling

JOE KASELOW, N. Y. Herald Tribune columnist, recently wrote of WTRFeffigies, the WTRF-TV series of ADworld Close-ups. The letters, calls, wires and comments that resulted were amazing. As we see it, the whole world must be getting answers to "What dya know?" from this Joe.

Wheeling wtrf-tv

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CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

MISTER SOFTEE INC. 41,979
MOBILE GAS SERVICE CORP. 38,347
MODERN MAID PREPARED MIXES
Frozen Meat Products 30,496
MOGEN DAVID WINE CORP.
Wines 160,241
MOHAWK AIRLINES INC. 124,805
MONARCH WINE CO. 43,290
MONOCLE INC.
Shirts 64,874
MONONGAHELA POWER CO. 33,470
MONSANTO CHEMICAL CO. 26,999
Lion Oil Co. 12,124
Institutional 14,875
MOORE-McCORMACK LINES INC. 181,611
MORAL REARMAMENT 193,278
MORAN TOWING & TRANSPORTATION 43,756
JOHN MORRELL & CO. 981,541
Morrell Meat Products 688,051
Red Heart Cat Food 126,826
Red Heart Dog Food 164,024
Saratoga Meat Products 2,640
NORMAN M. MORRIS CORP.
Omega Watches 47,890
PHILIP MORRIS INC. 5,776,265
Alpine Cigarets 1,636,109
Benson & Hedges Cigarets 320,273
Gem Blades & Razors 117,820
Marlboro Cigarets 931,144
Pal Blades & Razors 176,085
Parliament Cigarets 1,913,796
Philip Morris Cigarets 677,793
Revelation Tobacco 3,245
WILLIAM MORROW & CO. 89,798
William Morrow & Co. 40,676
Morrow & Sloane 39,556
William Sloane Associates 9,566
MORTON SALT CO. 147,958
Rock Salt 35,258
Salt 112,700
MOTOROLA INC. 177,151
Dahlberg Hearing Aid 8,952
Motorola Car Radio 59,334
Motorola Phonograph 29,832
Motorola Products 17,089
Motorola Radio 19,393
Motorola Stereo Hi-Fi 3,108
Motorola Television 39,443
MOUNTAIN STATES TELEPHONE & TELEGRAPH CO. 173,255
MOUNTAIN VALLEY WATER CO.
Mineral Water 205,538
MR. BOSTON DISTILLER INC. 66,552
Mr. Boston & Spot Bottle Whisky 1,068
Mr. Boston Big 90 Vodka 2,691
Mr. Boston Bottled in Bond Whisky 857
Mr. Boston Bottled in Bond & Spot Bottle Whisky 3,001
Mr. Boston Bronze Label Whisky 9,737
Mr. Boston Bronze Label & Rocking Chair Whisky 904
Mr. Boston Bronze Label & Spot Bottle Whisky 2,055

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American photographer will be on assignments in Europe in June. Time available for limited additional assignments.

Mr. Boston Canadian Whisky 525
Mr. Boston Egg Nog 503
Mr. Boston Five Star Brandy 1,264
Mr. Boston Five Star Brandy & Rocking Chair Whisky 548
Mr. Boston Gin & Vodka 1,245
Mr. Boston Pinch Bottle Whisky 684
Mr. Boston Products 14,309
Mr. Boston Rocking Chair Whisky 8,678
Mr. Boston Scotch Whisky 2,446
Mr. Boston Vodka 5,137
Mr. Boston Whiskies 10,900
MRS. BAIRD'S BAKERIES INC.
Bread 145,162
MRS. SMITH'S PIE CO.
Frozen Fruit Pies 126,565
C. F. MUELLER CO.
Macaroni Products 247,952
MUNSINGWEAR INC.
Hollywood Vassarette Bra & Girdles 78,813
MURINE CO. 268,215
C. H. MUSSELMAN CO. 64,315
Apple Raspberry Drink 1,215
Apple Sauce 4,190
Products 58,910
MUTUAL BENEFIT HEALTH & ACCIDENT ASSN.
Mutual of Omaha 805,645
MUTUAL FIRE INSURANCE ASSOCIATION OF NEW ENGLAND 32,166
MUTUAL OF NEW YORK 25,194
MYERS FOOD INC. 61,468
Chicken Pie 35,918
Frozen Chicken Croquettes 1,332
Frozen Foods 6,482
Pies 17,736

N

NAAS FOODS INC. 32,574
Sauce Arturo 15,030
Vegemato 17,544
NALLEY'S INC. 43,439
Lumberjack Syrup 8,491
Nalley's Chip Dip 17,139
Nalley's Dressings 17,809
NARRAGANSETT BREWING CO. 174,410
Croft Ale 25,304
Hanley Beer 27,618
Narragansett Beer 121,488
NARRAGANSETT ELECTRIC CO. 96,709
NASHVILLE ELECTRIC SERVICE CO. 31,855
NASHVILLE GAS CO. 33,563
NASSAU, BAHAMAS, DEVELOPMENT BOARD 365,480
CONDE NAST PUBLICATIONS INC. 29,686
Glamour 26,851
Vogue 2,835
NATIONAL AIRLINES INC. 1,553,390
NATIONAL BISCUIT CO. 1,065,049
Bev Fizz 27,475
Dromedary Cake Mix 117,539
Dromedary Fudge Mix 2,690
Dromedary Muffin Mix 65,120
Dromedary Nut Rolls 16,291
Milk-Bone Dog Biscuits 199,962
Millbrook Bread 105,336
Millbrook Products 11,686
Nabisco 100% Bran 85,464
National Biscuit Crackers 423,444
Pal Dog Dinner 8,539
Snowflake Baking Products 1,503
NATIONAL BREWING CO. 31,239
Boh Bohemian Beer 13,123
National Beer 13,734
Institutional 4,382
NATIONAL CHEMICAL & MFG. CO.
Luminall Paints 30,972
NATIONAL COTTON COUNCIL OF AMERICA 31,226
NATIONAL DAIRY PRODUCTS CORP. 6,022,399
Breakstone's Cottage Cheese 160,539
Breakstone's Dairy Products 1,773
Breyer's Ice Cream 53,988
Cloverleaf Dairy Products 11,591
Cloverleaf Milk 26,074
Humko 16,775
Kraft Barbecue Sauce 4,023
Kraft Blue Cheese Dressing 21,454
Kraft Candies 790,785
Kraft Cheese 107,558
Kraft Dinners 1,020,340
Kraft Jellies & Preserves 6,797
Kraft Margarines 615,671
Kraft Marshmallow Creme 21,057
Kraft Marshmallows 307,446
Kraft Mayonnaise 96,065
Kraft Oil 71,689
Kraft Products 64,039
Kraft Salad Dressings 133,137
Kraft Whipped Topping 27,332
Mac Laren's Cheese 31,056
Miracle Whip Salad Dressing 30,586
Parkay Margarine 447,851
Philadelphia Cream Cheese 274,017
Sealtest Buttermilk 65,244
Sealtest Chocolate Milk 81,799
Sealtest Cottage Cheese 537,439
Sealtest Cream 6,000
Sealtest Custard & Egg Nog 7,405
Sealtest Dip-N-Dressing 205,160
Sealtest Egg Nog 24,917
Sealtest Half & Half 50,264
Sealtest Ice Cream 236,579
Sealtest Lemonade 13,899
Sealtest Milk 164,244
Sealtest 900 Calorie Diet 62,060
Sealtest Orange Juice 35,283
Sealtest Products 123,706
Sealtest Skim Milk 50,337
Sealtest Sour Cream 5,328
Sesa Kraft Chips 6,382
Temp-Tee Cream Cheese 4,710
NATIONAL DISTILLERS & CHEMICAL CORP. 6,539,919
Bellows Club Bourbon & Partners Choice 35,547
Bellows Club Bourbon Whisky 239,654
Bellows Partners Choice Whisky 186,135
Bellows Whiskies 82,535
Blue Grass Kentucky Straight Bourbon Whisky 5,968
Bond & Lillard Whisky 160,763
Bourbon De Luxe Whisky 203,740
Cedar Brook Whisky 3,392
Century Club Whisky 59,038
Cinzano Vermouth 26,552
Crab Orchard Whisky 3,614
De Kuyper Creme De Menthe 3,143
Gilbey's Gin 143,239
Gilbey's Gin & Vodka 502,746
Gilbey's Vodka 20,974
Hill & Hill Whisky 470,616
Jockey Club Whisky 119,723
Kentucky Colonel Whisky 141,363
Old Crow Whisky 1,308,464
Old Dover Whisky 50,202
Old Grand-Dad Whisky 728,213
Old Hermitage Whisky 127,158
Old Log Cabin Whisky 88,703
Old Sunny Brook Whisky 418,689
Old Taylor Whisky 721,016
PM Whiskey 574,330
Vat 69 Scotch Whisky 109,454
Institutional 4,948
NATIONAL GRAPE COOPERATIVE ASSN. 99,069
Welchade Grape Drink 3,681
Welch's Frozen Grape Juice 95,388
NATIONAL LEAD CO.
Dutch Boy Paints 32,968
NATIONAL NURSERIES SALES CORP. 47,975
NATIONAL OATS CO. 45,170
National Oats 2,606
3 Minute Grits 1,279
3 Minute Oats 9,511
3 Minute Popcorn 12,097
3 Minute Quick Oats 14,854
3 Minute Raisin Oats 4,823
NATIONAL STEEL CORP. 36,454
NATIONAL SUGAR REFINING CO. 66,090
Godchaux Sugar 5,888
Jack Frost Sugar 60,202
NATIONAL TRAILWAYS BUS SYSTEM 523,873
NATIONAL URBAN LEAGUE 37,907
NATIONWIDE INSURANCE CO. 464,497
NAUGHTON FARMS 40,483
NEHI CORP. 733,597
Nehi Beverages 12,331
Par-T-Pak Beverages 92,672
Royal Crown Cola 628,594
NESTLE CO. 678,787
Nescafe 864
Nestea 218
Nestle's Morsels 206,458
Nestle's Quik 446,411
Nestle's Zip 1,765
Swiss Knight Cheese 16,133
Wispride Cheese 6,938
NEW ENGLAND FISH CO. 26,753
Icy Point Salmon 11,380
Pillar Rock Salmon 12,623
Pink Beauty Salmon 2,750
NEW ENGLAND MUTUAL LIFE INSURANCE CO. 25,683
NEW ENGLAND SHOPPER 37,755
NEW ENGLAND TELEPHONE & TELEGRAPH CO. 119,839
NEW HAVEN GAS & LIGHT CO. 25,107
NEW JERSEY BELL TELEPHONE CO. 222,102
NEW SOUTH WALES INDUSTRIES 49,945
NEW YORK CENTRAL SYSTEM 48,896
NEW YORK DAILY NEWS 513,162
NEW YORK HERALD TRIBUNE 133,706
NEW YORK LIFE INSURANCE CO. 1,404,790
NEW YORK, NEW HAVEN & HARTFORD RAILROAD CO. 107,691
NEW YORK POST 65,061
NEW YORK STATE DEPARTMENT OF COMMERCE 124,980
NEW YORK TELEPHONE CO. 713,736
NEW YORK TIMES 238,176
NEW YORK WORLD TELEGRAM & THE SUN 244,178
NIAGARA MOHAWK POWER CORP. 229,603
NISSAN MOTOR COMPANY, LTD.
Datsun Cars 57,235
JOHN J. NISSEN BAKING CO.
Bread 52,322
NORTH AMERICAN ACCIDENT INSURANCE CO. OF CHICAGO 34,812
NORTH AMERICAN AVIATION INC. 34,028
NORTH AMERICAN PHILIPS CO. 556,782
Norelco Electric Shaver 554,274
Norelco Tape Recorder 2,508
NORTH CAROLINA DEPARTMENT OF CONSERVATION & DEVELOPMENT 101,826
NORTH CENTRAL AIRLINES 122,483
NORTHAM-WARREN CORP. 75,617
Cutex Preparations 30,921
Odo-Ro-No 44,696
NORTHEAST AIRLINES INC. 534,804
NORTHERN ILLINOIS GAS CO. 26,734
NORTHERN INDIANA PUBLIC SERVICE CO. 75,716
NORTHERN NATURAL GAS CO. 145,649
NORTHERN PACIFIC RAILWAY CO. 160,753
NORTHERN STATES POWER CO. 322,268
NORTHRUP, KING & CO. 79,973
NORTHWEST AIRLINES INC. 170,475
NORTHWESTERN BELL TELEPHONE CO. 143,832
NORTON & CO., W. W. 44,757
NORWEGIAN AMERICA LINE AGENCY INC. 110,116
NORWICH PHARMACAL CO. 505,876
NP-27 229,134
Norforms 219,356
Paracin 12,572
Zemacol 6,064
Products 38,750
NOVA SCOTIA TRAVEL BUREAU 40,444
NOXZEMA CHEMICAL CO. 580,378
Droplets 2,294
High Noon 11,326
Noxzema Preparations 566,758

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IVAN OBOLENSKY INC. 28,480
O'BRIEN CORP.
Paints 73,408
O'DONNELL-USEN FISHERIES CORP. 78,023
Tabby Cat Food 66,843
Taste O'Sea Fish Products 5,460
Taste O'Sea Frozen Dinners 5,720
OERTEL BREWING CO. 63,457
OHIO BELL TELEPHONE CO. 180,263
OHIO DEPT. OF INDUSTRIAL & ECONOMIC DEVELOPMENT 101,333
OHIO EDISON CO. 70,677
OHIO ELECTRIC COMPANIES 42,176
OHIO FUEL GAS CO. 41,711
OHIO OIL CO. 297,786
Marathon Gas & Oil 270,778
Marathon Heating Oil 19,601
Institutional 7,407
OIL HEAT INSTITUTE OF AMERICA 316,328
OJ'S BEAUTY LOTION COMPANY INC.
Preparations 25,202
OKLAHOMA GAS & ELECTRIC CO. 40,738
OKLAHOMA NATURAL GAS CO. 44,366
OLD AMERICAN INSURANCE CO. 129,826
OLD DUTCH COFFEE CO.
Coffee 61,299
OLIN MATHIESON CHEMICAL CORP.
Vigran Vitamins 218,132
OLYMPIA BREWING CO.
Beer 368,882
OMAHA PUBLIC POWER DISTRICT 28,690
ONTARIO (CANADA) TRAVEL BUREAU 60,019
OPEN PIT FOOD SALES INC.
Barbecue Sauce 256,303
ORANGE CRUSH CO.
Orange Crush 37,773
OREGON TRAVEL INFORMATION BUREAU 76,116
ORGANIZATION FOR EUROPEAN ECONOMIC COOPERATION
European Travel Commission 100,828
ORIENT & PACIFIC LINES AGENCY
Steamship Transport 140,600
JOHN OSTER MFG. CO. 114,569
Appliances 93,885
Humidifier 20,684
OSTREX CO. 51,288
OTOE FOOD PRODUCTS CO. 144,301
Morton House Beans 127,438
Morton House Canned Meat 15,010
Morton House Products 1,853
OTTO MILK CO. 38,710
OUTBOARD MARINE CORP. 826,818
Evinrude Outboard Motor 383,141
Gale Outboard Motor 68,149
Johnson Outboard Motors 266,945
Lawn Boy Power Mowers 108,583
OUTDOOR ADVERTISING INC. 34,615
OWENS-CORNING FIBERGLAS CORP 30,085
OWENS YACHT CO.
Boats 52,390
OXFORD UNIVERSITY PRESS 34,628
OZARK AIR LINES INC. 30,183

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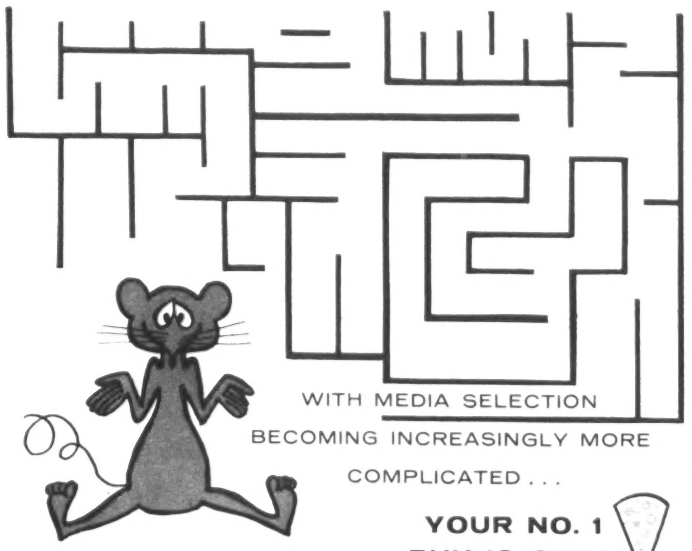
PABST BREWING CO. 461,621
Blatz Beer 51,924
Blue Ribbon Malt Extract 2,463
Eastside Beer 91,940
Hoffman Beverages 116,613
Pabst Blue Ribbon Beer 198,681
PACIFIC GAMBLE ROBINSON 173,640
Snoboy Apples 31,503
Snoboy Foods 29,632
Snoboy Fruits 2,629
Snoboy Grapefruit 22,038
Snoboy Lemons & Oranges 19,271
Snoboy Pineapple 19,741
Snoboy Potatoes 26,057
Snoboy Vegetables 22,769
PACIFIC GAS & ELECTRIC CO. 286,397
PACIFIC-HAWAIIAN PRODUCTS CO.
Hawaiian Punch 632,689
PACIFIC LIGHTING CORP.
Southern California Gas Co. 500,376
PACIFIC MUTUAL LIFE INSURANCE CO. 37,379
PACIFIC NORTHERN AIRLINES INC.
Pacific Northern 39,455
PACIFIC POWER & LIGHT CO. 46,055
PACIFIC SOUTHWEST AIRLINES 34,073
PACIFIC TELEPHONE & TELEGRAPH CO. 689,666
PACKARD-BELL ELECTRONICS CORP. 89,301
Radio 29,896
Radio & Television 4,927
Television 54,478
PADDINGTON CORP.
J & B Scotch Whisky 163,726
PAILLARD INC.
Bolex Cameras 78,019
PALM BEACH CO.
Springweave Suits 56,819
PAN AMERICAN WORLD AIRWAYS 2,861,692
Aeronaves De Mexico 40,290
Pan American Grace 146,439
Pan American Grace & Pan American World Airways 106,011
Mexicana 245,166
Pan American World 2,323,786
PANTHEON BOOKS INC. 67,574
PARADE PUBLICATIONS INC. 30,876
PARAMOUNT PICTURES 47,534
PARKER BROS. INC.
Games 28,520
PARKER PEN CO. 788,125
Eversharp Pencils & Pens 36,977
Parker Pencils & Pens 751,148
JOSEPH PARMET CO. 60,362
One Wipe Dust Mop Cover 4,451
One Wipe Dust Cloth 55,911
PASTENE WINE & SPIRITS CO. 45,691
Wine 32,599
Products 13,092
PATTERSON-SARGENT CO.
Paints 55,714
PAX CO.
Pax Seeds 103,606
PAXTON & GALLAGHER CO. 196,345
Butter-Nut Coffee 178,026
Butter-Nut Coffee & Instant Coffee 9,553
Butter-Nut Instant Coffee 8,216
Butter-Nut Instant Tea 550
PEARL BREWING CO.
Beer 256,877
F. H. PEAVEY & CO.
King Midas Flour 30,019
PEERLESS IMPORTERS INC. 36,984
Hankey Bannister Products 3,182
Hankey Bannister Scotch Whisky 33,802
PENICK & FORD LTD. 94,053
Brer Rabbit Molasses 34,263
Brer Rabbit Syrup 32,094
Davis Baking Powder 10,451
Vermont Maid Syrup 17,245
PENINSULAR & OCCIDENTAL STEAMSHIP CO.
P & O Orient Line 59,780
PENNSYLVANIA COMMONWEALTH 31,718
PENNSYLVANIA DEPT. OF COMMERCE, HARRISBURG, PA. 58,172
PENNSYLVANIA MUTUAL LIFE INSURANCE CO. 103,190
PENNSYLVANIA POWER & LIGHT CO. 51,520
PENNSYLVANIA RAILROAD 226,900
PENNSYLVANIA REFINING CO.
Gumout 37,738
PEOPLES GAS LIGHT & COKE CO. 385,779
PEOPLES GAS SYSTEM (FLORIDA) 43,377
PEOPLES NATURAL GAS CO. 54,537
PEPPERELL MFG. CO. 39,613
Lady Pepperell Sheets & Cases 9,929
Pepperel Chartered Fabrics 29,684
PEPPERIDGE FARM INC. 427,873
Hovis Bread 75,583
Pepperidge Farm Baking Products 39,965
Pepperidge Farm Bread 165,353
Pepperidge Farm Golden Twist Rolls 4,899
Pepperidge Farm Pastries 112,224
Pepperidge Farm Stuffing 29,849
PEPSI-COLA CO. 4,105,105
Pepsi-Cola 4,023,336
Pepsi-Cola & Teem 9,315
Teem 72,454
PERINE HOME DEVELOPMENT CO. 48,223
PERSONS-LANDSEE 30,005
PETERSON OINTMENT CO.
Ointment 26,679
PET MILK CO. 126,567
Golden Key Milk 18,746
Pet Dairy Products 3,886
Pet Egg Nog 4,220
Pet Evaporated Milk 37,106
Pet Instant Dry Milk 45,799
Sego Milk 16,810
PEUGEOT INC.
Peugeot Cars 105,658
PEVELY DAIRY 84,879
Cal-Away 1,070
Chocolate Milk 2,690
Cottage Cheese 5,403
Egg Nog 2,690
Ice Cream 51,946
Milk 3,725
Pevely 900 7,710
Shiver Frozen Shakes 2,690
Skim Milk 4,271
Whipping Cream 2,684
PFEIFFER BREWING CO.
Beer 34,107
PHILADELPHIA ELECTRIC CO. 171,878
PHILADELPHIA GAS WORKS 54,941
PHILADELPHIA INDUSTRIES 26,118
PHILADELPHIA NEWS 227,507
PHILADELPHIA & READING CORP. 31,079
De Luxe Reading Toys 25,204
Fruit of the Loom Products 5,875
PHILADELPHIA SHELVING CORP. 36,344
PHILCO CORP. 600,133
Philco Air Conditioner 6,341
Philco Appliances 12,729
Philco Dryer 4,620
Philco Phonograph 3,140
Philco Products 72,175
Philco Radio 6,026



In San Francisco, as always, consistently high ratings . . . consistently low cost-per-thousand . . . all day long or all year long. You're never "out of season" on KEWB, number one buy in its third year and currently delivering 101 adults in every 100 homes, all paying close attention!

PULSE: AUDIENCE COMPOSITION
JAN-FEB, 1961
TOTAL RATED PERIODS

national representatives:
The Katz Agency, Inc.

CROWELL-COLLIER BROADCASTING CORPORATION "First in Contemporary Communications"
A SOUND CITIZEN OF THE BAY AREA

"NEWSPAPERS HAVE PLAYED A MAJOR ROLE IN RAMBLER'S SUCCESS"

so says Roy Abernethy, Executive Vice President,
American Motors Corporation.

To compete effectively in today's selling market many important companies are choosing the daily newspaper as their prime advertising medium.

"Newspaper advertising has proved a powerful force to support the sales efforts of our dealers," states Roy Abernethy, American Motors' dynamic sales leader. "We allot the largest part of our advertising budget to newspapers, and our dealers approve unanimously of our newspaper campaign. It has been the real backbone of our advertising program."

Nearly 2700 newspapers regularly carry Rambler sales messages to 64,000,000 readers, all living in the dealers' home communities. And, as Rambler sales records show, this use of newspaper advertising has helped increase sales substantially.

American Motors' decision to concentrate their advertising in newspapers is being echoed today by many other important companies wanting maximum frequency, continuity and impact from every advertising dollar spent. Newspapers prompt *buying action.* That's why in 1960 advertisers spent more money in newspaper advertising than in radio, television, magazine and outdoor advertising combined!

Daily Newspapers Move Merchandise!

Philco Refrigerators	157.317
Philco Television	239.683
Philco Television & Refrigerator	3.006
Philco Washer	21.579
Philco Washer-Dryer	73.517
PHILLIPS PETROLEUM CO.	1.782.238
Ammonia	1.557
Gasolines & Oils	1.775.935
66 Fertilizer	4.746
PHOENIX, ARIZONA, VALLEY OF THE SUN VISITORS BUREAU	61.729
PHOENIX OF HARTFORD INSURANCE COMPANIES	98.629
PIEDMONT AVIATION INC.	97.946
PIEDMONT NATURAL GAS CO	78.721
PIERCE, S. S. CO.	54.657
Glen Garry Scotch Whisky	1.298
S. S. Pierce Whisky	41.965
S. S. Pierce Red Label Whisky	11.394
PIERCE'S PROPRIETARIES INC.	
Dr. Pierce's Golden Medical Discovery	72.725
PILLSBURY CO.	1.827.032
Ballard Biscuits	9.015
Ballard Flour	76.837
Globe A-1 Flour	15.879
Pillsbury Baking Products	857.966
Pillsbury Best Flour	332.899
Pillsbury Bread Mix	27.240
Pillsbury Cake Mixes	128.869
Pillsbury Casserole	1.632
Pillsbury Coffee Cake	5.704
Pillsbury Cookies	23.577
Pillsbury Danish Rolls	12.185
Pillsbury Doughnuts	2.096
Pillsbury Frozen Baking Products	4.484
Pillsbury Frozen Cookie Mix	2.720
Pillsbury Instant Mashed Potatoes	195.142
Pillsbury Pan Rolls	36.938
Pillsbury Scalloped Potatoes	93.849
PINEX CO.	46.693
Dexyl	20.225
Pabasone	7.710
Pinex	18.758
LYDIA E. PINKHAM MEDICINE CO.	259.117
Lydia E. Pinkham's Compound	197.108
Pfunder's Tablets	62.009
PITTSBURGH PLATE GLASS CO.	275.466
Pittsburgh Paints	219.988
Products	55.478
PLAN FOOD'S & RESEARCH CO.	
Plan	143.541
PLANTERS NUT & CHOCOLATE CO.	352.367
Oil	47.398
Peanut Butter	76.405
Peanuts	228.564
PLEASURE TOURS	28.192
PLOUGH INC.	1.537.960
Black & White Ointment	1.496
C-2223	3.813
Coppertone	74.089
Creolin	26.132
Dr. Edward's Olive Tablets	103.738
Mexsana	52.701
Moroline	33.055
Musterole	48.283
Nujol	33.747
Paas Kits	83.511
Q.T. Tan Lotion	322.662
Ril-Sweet	26.062
St. Joseph Aspirin	437.011
St. Joseph Cough Syrup	8.829
St. Joseph Nose Drops	17.454
St. Joseph Nose Drops & Cough Syrup	3.363
St. Joseph Products	19.398
Zemo	190.606
Products	52.010
PLUMROSE INC.	30.145
Ham	23.427
Meat Products	6.718
POCONO MOUNTAINS VACATION BUREAU	26.495
POIRETTE CORSETS INC.	55.117
POMPEIAN OLIVE OIL CORP.	41.432
Olive Oil	2.716
Solarine Floor Wax	38.716
PORTLAND CEMENT ASSN.	225.756
PORTLAND GENERAL ELECTRIC CO.	43.998
POTOMAC ELECTRIC POWER CO.	130.427
PRE-SEEDED PRODUCTS CO.	
Flower-Matic	52.806
PREMIUM ASSOCIATES INC.	
Red Scissors Coupons	114.834
PRENTICE-HALL INC.	78.222
J. L. PRESCOTT CO.	57.772
Dazzle Bleach	33.112
Dazzle Fluff	21.740
Dazzle Products	2.920
PRINCE MACARONI MFG. CO.	25.444
Macaroni Products	9.336
Spaghetti Sauce	16.108
PROCTER & GAMBLE CO.	4.276.067
American Family Products	41.644
Camay Soap	49.201
Clorox	1.445.526
Crest Tooth Paste	638.505
Crisco	25.919
Dawn	1.029
Duncan Hines Cake Mix	873.661
Duz	14.366
Fluffo	1.206
Gleem Tooth Paste	83.522
Ivory Soap	89.240
Ivory Liquid	2.394
Ivory Shampoo	67.021
Jif Peanut Butter	1.185
Lava Soap	6.174
Mr. Clean	36.134
Oxydol	4.791
Procter & Gamble Products	145.633
Salvo	29.206
Secret Deodorant	714.320
Tide	4.942
Whirl	448
PROCTOR-SILEX CORP.	210.008
Mary Proctor Ironing Table	38.316
Proctor Appliances	2.205
Proctor Iron & Toaster	134.309
Proctor Products	5.519
Silex Appliances	29.659
PROVIDENCE GAS CO.	120.181
PRUDENTIAL INSURANCE CO. OF AMERICA	2.059.397
PUBLIC SERVICE CO. OF COLORADO	90.396
PUBLIC SERVICE CO. OF NORTHERN ILLINOIS	240.732
PUBLIC SERVICE ELECTRIC & GAS CO. OF N. J.	285.158
Bus Transportation	54.781
Light & Power	230.377
PUBLICKER INDUSTRIES INC.	634.320
Cavalier Vodka	990
Charter Oak Whisky	2.069
Cobbs Creek Whisky	1.167
Dixie Belle Gin	1.619
Haller's S.R.S. Whisky	22.826
Haller's Vodka	7.663
Haller's Very Rare Whisky	5.889
Kinsey Gold Whisky	20.687
McCallums Scotch Whisky	8.612
Old Classic Whisky	17.625
Old Hickory Whisky	509.551
Philadelphia Whisky	33.646
Planters Club Whisky	1.976
PUGET SOUND POWER & LIGHT CO.	25.463
PUGET SOUND PULP & TIMBER CO.	224.388
M-D Napkins	23.574
M-D Tissues	92.356
Powder Room Tissues	108.458
PURE FOOD CO.	34.446
Herb-Ox Bouillon Cubes	30.222
Stoll's Westchester Boned Chicken	4.224
PURE OIL CO.	125.104
Fuel Oil	11.636
Gasolines & Oils	113.468
PUREX CORP.	464.759
Beads O Bleach	122.121
Blu-White Bluing	555
Dutch Cleanser	1.200
Fleecy White	68.168
Little Bo-Peep Ammonia	84.332
Purex	29.128
Sweet Heart Soap	94.028
Trend Detergent	65.227
PURITAN SPORTSWEAR CORP.	
Ban-Lon Sportswear	230.242
PURITY CHEESE CO.	
Purity Cheeses	29.896
PURITY MAID BAKING CO.	25.070
Bread	17.538
Products	7.532
I. PUTNAM INC.	
Klutch	70.663
G. P. PUTNAM'S SONS	79.321

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QANTAS EMPIRE AIRWAYS LTD.	118.830
QUAKER OATS CO.	4.192.526
Aunt Jemima Bread Mix	17.383
Aunt Jemima Corn Meal & Grits	3.226
Aunt Jemima Corn Meal Mix	6.469
Aunt Jemima Mixes	381.780
Aunt Jemima Pancake Mix	20.977
Aunt Jemima Pancake & Waffle Mix	2.162
Flako	5.689
Ken-L-Biskit	197.306
Ken-L-Biskit & Ken-L-Ration	6.866
Ken-L-Burger	299.394
Ken-L-Pet Foods	57.825
Ken-L-Ration	223.048
Ken-L-Treats	199.646
Merri-Oats	30.126
Mother's Oats	40.605
Mother's Oats & Quaker Oats	238.985
Mother's Oats & Quick Mother's Oats	114.036
Mother's Soup	3.654
Muffets	44.427
Pettijohns	2.067
Puss-N Boots Cat Food	675.821
Quaker Cereals	5.659
Quaker Life	105.656
Quaker Oats	145.727
Quaker Oats Cereals	17.297
Quaker Oats & Quick Quaker Oats	13.086
Quaker Puffed Rice & Wheat	1.090.211
Quick Mother's Oats	44.683
Quick Mother's Oats & Quick Quaker Oats	102
Quick Quaker Oats	124.602
Quota	74.011
QUALITY DAIRY CO.	
Dairy Products	64.170
QUALITY IMPORTERS INC.	158.465
Ambassador Scotch Whisky	120.082
Old Bushmills Irish Whisky	19.221
White Heather Scotch Whisky	19.162
QUEBEC PROVINCIAL PUBLICITY BUREAU	157.480

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RADIATOR SPECIALTY CO.	126.211
Motor-Medic	42.869
Motor-Medic & Transeal	20.385
Seal Master Tank Ball	32.208
Transeal	30.749
RADIO CORP. OF AMERICA	3.269.720
National Broadcasting Co.	1.491.352
RCA Communications, Inc.	4.565
RCA Cruisephone	2.878
RCA Daspan	5.173
RCA Electronic Systems Center	7.588
RCA Radio Communications System	2.188
RCA Tubes	5.152
RCA Victor Auto Victrola	2.124
RCA Victor Phonograph	55.185
RCA Victor Phonograph & Television	7.219
RCA Victor Products	20.932
RCA Victor Radio	102.121
RCA Victor Radio & Television	8.490
RCA Victor Records	181.943
RCA Victor Television	1.299.536
Radio Corp. of America-Electronics Division	10.228
Radio Corp. of America-Institutional	63.046
RAGU PACKING INC.	55.389
Products	6.666
Spaghetti Sauce	48.723
RAINBO BACKING CO.	
Bread	53.778
RALSTON PURINA CO.	676.674
Chex Mates	61.692
Corn Chex	99.285
Instant Ralston	13.350
Purina Dog Chow	481.775
Purina Feeds	15.390
Ralston Purina Eggs	970
Ralston Purina Products	4.212
RAND MCNALLY & CO.	33.854
RANDOM HOUSE INC.	327.550
RANDOM TOURS	54.832
RATH PACKING CO.	
Meat Products	286.860
J. L. READ FOODS INC.	52.466
Duncan Hines Barbecue Sauce	16.257
Duncan Hines Dressings	36.209
READER'S DIGEST ASSN.	1.559.377
Reader's Digest	1.406.857
Reader's Digest Condensed Book Club	152.520
REAL GOLD CO.	
Orange Base	37.943
REALEMON PURITAN CO.	36.135
Realemon Juice	5.803
Realfig Juice	30.332
RED DOT FOODS INC.	
Potato Chips	59.255
RED STAR YEAST & PRODUCTS CO.	
Dry Yeast	79.857
REDDI-WIP INC.	314.114
Reddi-Wip	199.990
Reddi-Wip & Top-Wip	37.209
Top-Wip	76.915
REEVES BROS. INC.	
Fabrics	37.043
REGAL PALE BREWING CO.	
Ale & Beer	76.347
E. REGENSBURG & SONS	
Admiration	42.724
REGISTERED FABRICS CORP.	71.603
WM. B. REILY & CO.	45.882
Luzianne Coffee	36.046
Luzianne Coffee & Instant Coffee	2.068
Luzianne Instant Coffee	7.284
Luzianne Tea	484
RELIANCE MFG. CO.	32.947
Pantempos	25.194
Pantempos & Sportempos	4.846
Pleetway Pajamas	2.907
RENAULT INC.	821.491
RENFIELD IMPORTERS LTD.	1.783.636
Cointreau Cordials	44.179
Gordon's Gin	821.733
Gordon's Gin & Vodka	19.152
Gordon's Vodka	64.634
Haig & Haig Five Star & Pinch Bottle Scotch Whisky	396.280
Haig & Haig Five Star Scotch Whisky	22.798
Haig & Haig Pinch Bottle Scotch	26.646
King William IV Scotch Whisky	54.238
Martini & Rossi Vermouth	91.711
Martini & Rossi Wines	38.624
Piper-Heidsieck Champagne	42.749
Remy Martin Brandy	29.864
Renfield Products	131.028
RESINOL CHEMICAL CO.	111.662
REVERE CAMERA CO.	49.576
Revere Cameras & Projectors	21.148
Revere Tape Recorder	9.017
Wollensak Tape Recorder	19.411
REVERE COPPER & BRASS INC.	
Revere Ware	61.709
REVERE KNITTING MILLS INC.	
Sportswear	30.223
REVLON INC.	1.489.901
Asthma Nefrin	23.567
Delimine Compound	24.964
Femicin	85.853
Hi & Dri Deodorant	67.342
Revlon Deodorant	3.138
Revlon Preparations	1.195.635
Silicare	51.156
Spectran-B	30.868
Sun Bath	7.378
REXALL DRUG CO.	977.512
Rexall Products	977.046
Rybutol	466
REYNAL & CO.	25.988
REYNOLDS METALS CO.	1.181.508
Eskimo Pie	186.953
Reynolds Aluminum	39.484
Reynolds Wrap	739.321
Reynolon	200.476
Institutional	15.274
R. J. REYNOLDS TOBACCO CO.	8.485.691
Camel Cigarets	2.171.596
Carter Hall	53.867
Salem Cigarets	3.706.268
Winston Cigarets	2.553.960
RHEEM MFG. CO	34.096
Comfort Products	3.432
Water Heater	30.664
RHODE ISLAND DEVELOPMENT COUNCIL	28.623
RICHARDSON & ROBBINS	
Boned Chicken	80.902
RICHFIELD OIL CORP. OF CALIFORNIA	216.500
RICHMOND-CHASE CO.	341.570
Diet Delight Foods	327.718
Heart's Delight Apricot Nectar & Juice Drink	13.852
RIEGEL TEXTILE CORP.	
Fabrics	92.056
P. J. RITTER CO.	55.976
Relish	22.932
Tomato Juice & Veg-Crest	22.978
Vegetables	10.066
RIVAL PACKING CO.	420.442
Rival Pet Foods	401.701
Wagtail Dog Food	18.741
RIVER BRAND RICE MILLS INC.	29.654
ROBERTS DAIRY CO.	73.838
Butter	7.475
Buttermilk	2.318
Chocolate Drink	84
Cottage Cheese	4.565
Dairy Products	20.366
Egg Nog	3.043
Half & Half	2.283
Ice Cream	7.760
Milk	21.095
Roberts 900	1.806
Sour Cream	3.043
ROBILIO & CUNEO	
Ronco Macaroni Products	34.859
ROCHESTER GAS & ELECTRIC CO.	171.429
ROCHESTER MILK PRODUCER'S ASSN.	32.918
ROCKNOLL NURSERY	37.036
ROD'S FOOD PRODUCTS INC.	
Dressing	47.561
ROMAN CLEANSER CO.	138.641
Bleach	7.980
Cleanser	130.661
ROMAN MEAL CO.	26.262
Bread	13.255
Cereal	13.007
ROMANOFF CAVIAR CO.	
M.B.T. Instant Broth	32.565
RONSON CORP.	219.991
Dryer	34.960
Lighters & Accessories	66.439
Roto-Shine	14.536
Shaver	104.056
ROOTES LTD.	640.160
Hillman Cars	488.063
Hillman & Sunbeam Cars	31.902
Humber Cars	22.934
Singer Cars	38.971
Sunbeam Cars	42.534
Institutional	15.756
ROSE-X CHEMICAL CO.	26.031
Bleach	22.552
Cleaner	3.479
ROVER CO.	48.184
Land Rover Truck	4.617
Rover Cars	43.567
HELENA RUBINSTEIN INC.	1.343.467
Preparations	1.304.965
Shampoo	38.502
JACOB RUPPERT	
Beer	488.786
RUSTAIN PRODUCTS	
Zud	25.018
RUST-OLEUM CORP.	145.195
RUTHERFORD FOOD CORP.	83.122
Hy-Power Chili	45.028
Hy-Power Tamales	38.094

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SAAB MOTORS INC.	
Saab Cars	136.870
SABENA BELGIAN WORLD AIRLINES	257.574
SACRAMENTO MUNICIPAL UTILITY DISTRICT	55.572
ST. PETERSBURG CHAMBER OF COMMERCE	36.081
SALADA-SHIRIFF-HORSEY INC.	791.956
Junket Danish Dessert	36.091
Junket Quick Fudge	15.286
Junket Rennet Powder	1.550
Salada Instant Tea	77.105
Salada Tea	642.541
Sea Brand Frozen Fish Products	19.383
SALT RIVER POWER DISTRICT	47.614
SAN CARLOS PARK, FORT MEYERS, FLA.	45.482
SAN GIORGIO MACARINI INC.	
Products	53.969
SANDURA CO.	60.794

GET IT UP...KEEP IT UP...WITH KLEEN-STIK

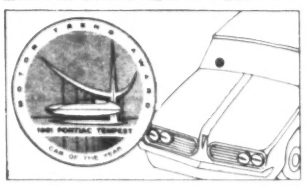
Stickin' around WITH kleen-stik®

Whimsical Window Valance

IDEA NO. 191

Minnesota Paints, Inc., Minneapolis, puts its name and trademark into *action* in dealers' windows with this clever 3-piece display kit. Colorfully silk-screened on **Kleen-Stik Clear Acetate**, they form a versatile arrangement for any size window. Easy peel-and-press application gets 'em up without moisture or glue for long-lasting brand "eye-dentification." Ad Mgr. **Walt Erickson** and Asst. Sales Mgr. **Hal Hoialmen** worked with **Jack Bernie**, Pres. of **Process Displays Co.**, Minneapolis, and his Sales Mgr., **Jim Franklin**, for the slick silk screening.

WORLD'S MOST VERSATILE SELF-STIK-ing ADHESIVE



IDEA NO. 192

Praise for Pontiac

Somewhat like moviedom's "Oscar" is the **Motor Trend** "Car of the Year" award. Proud 1961 winner — the **Tempest**, new front-engine/rear-transmission car by **Pontiac**. To capitalize on the honor, their advertising agency, **MacManus, John & Adams**, designed this smart inside-the-windshield sticker of **Kleen-Stik Clear Acetate**. Goes on neat and easy . . . sticks *tight* even on curved glass surface. Acct. Exec. **Jack Stuart** set it up with **Phil Uridge, Jr.**, of **P. J. Uridge Printing Co.** in Detroit, for de luxe production by silk screen *and* letterpress!

Clear Acetate is only one of *28* Kleen-Stik self-sticking stocks that create outstanding displays and labels. For complete information, samples, and ideas, see your regular printing source . . . or write us direct.

kleen-stik PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

GET IT UP...KEEP IT UP...WITH KLEEN-STIK

Need Merchandising Support to Sell the Los Angeles Market?

Now the Los Angeles Suburban Newspapers, Inc., have the most simple, effective, easy-to-use, Guaranteed Retail Tie-in Merchandising Plan ever offered national advertisers!

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FOR QUALITY WORK ON kleen-stik®

Whether you need waterless pressure-sensitive decals or other Kleen-Stik items. Our silk screening is superior. Creative and production facilities. Send now for free samples, estimate.
SCREEN PROCESS PRINTING COMPANY
P. O. BOX 948, WICHITA 1, KANSAS

PORTRAIT OF A BUYER WHO SEES WHAT HE WANTS

Notice the expression on the young man's face. For a few minutes he's a hero—until the next buying problem comes along. This goes on all day. But he can repeat the hero-routine whenever he wants—because Thomas Publishing gives buyers the product information they need, right when they need it.

To provide buyers with product news and information, Thomas produces a monthly tabloid called Industrial Equipment News. IEN does more than announce, it describes products in detail and uses cutaways and how-it-works drawings to make the story clear.

Then, to cover 75,000 different product classifications and tell who makes the products, Thomas produces a huge, four-volume directory, Thomas Register. TR is the most complete industrial directory in the world. Which explains why industrial buyers refer to TR 70,000 times a day.

Make sure buyers know about your products, too. Advertise in IEN and TR. They're published by Thomas, product information headquarters for men who buy.

THOMAS

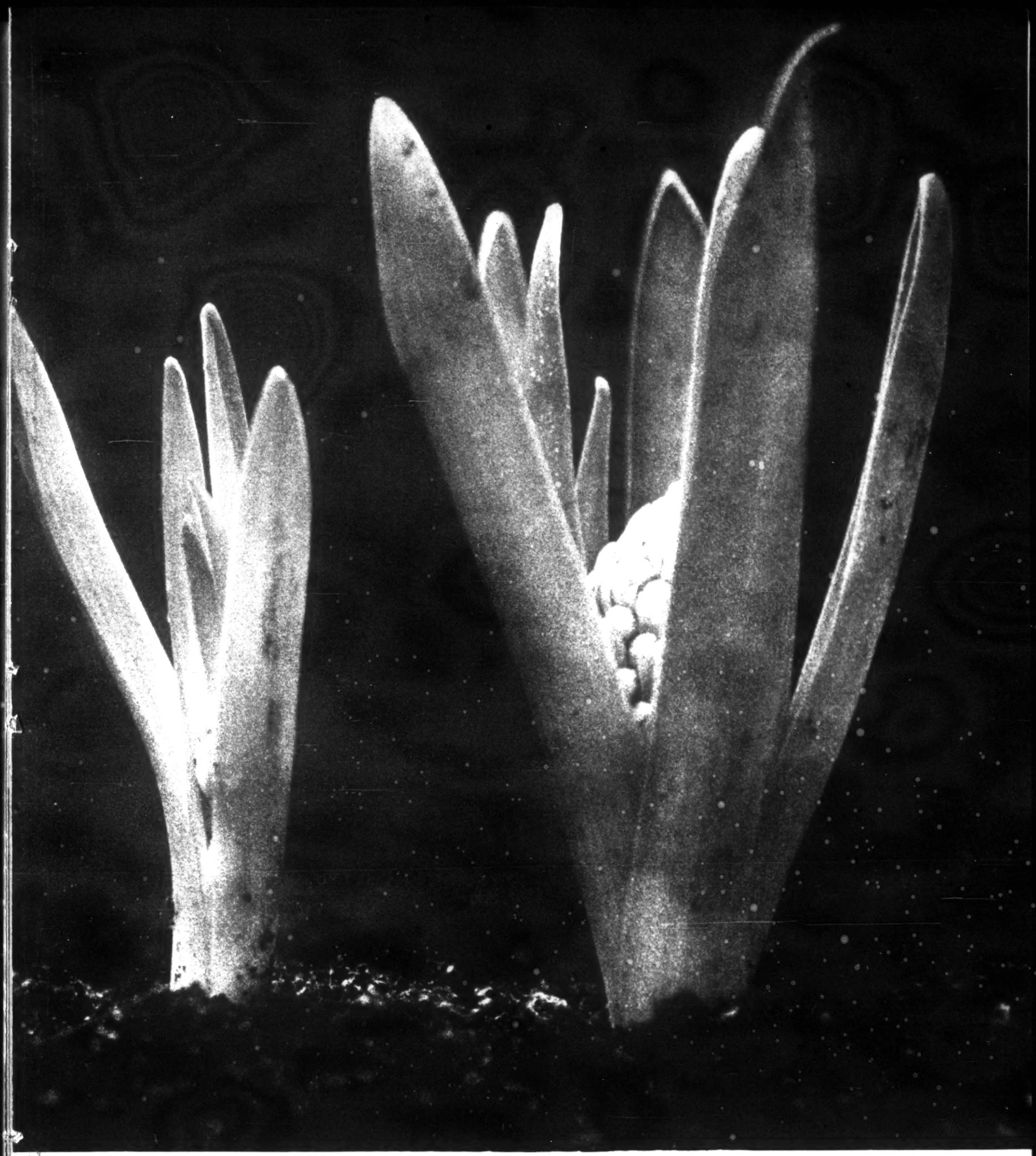
PUBLISHING COMPANY

Product Information Headquarters

461 EIGHTH AVENUE, NEW YORK 1, N. Y.

Phone: OXford 5-0500

There is nothing harder to stop than a trend



And the popularity vote on new shows is trending ABC's way*

Trendful, indeed, is the chart — considering: (1) the viewers have now had ample time to sample the season's new offerings on a consistent basis. (2) The viewing sample comes from where it counts most — the largest 3-network competitive market area measured by Nielsen.

And trendful, too, the standing of the top ten new shows.* ABC has five of 'em: *My Three Sons, The Flintstones, SurfSide 6, Naked City, Bugs Bunny.*

Inasmuch as the vitality of a network is most dramatically demonstrated by the vitality of the *new* shows, shouldn't you be trending along — with ABC?

ABC TELEVISION NETWORK

NETWORK	AVG. RATING ALL NEW SHOWS
ABC-TV	18.9
NET Y	17.7
NET Z	14.9

*Source: National Nielsen 50 Market TV Ratings, Average Audience all new evening programs, 7:30-11PM, January-March, 1961.

Crown Vinyl Floor Covering	43.411
Sandran Floor Covering	17.383
SARASOTA COUNTY, FLORIDA, CHAMBER OF COMMERCE	30.319
SARONG INC.	
Bras	67.881
C. F. SAUER CO.	149.298
Duke's Corn Oil	6.132
Duke's Mayonnaise	119.108
Duke's Oils	8.195
Duke's Peanut Oil	5.451
Sauer's Spices	10.412
SAVANNAH SUGAR REFINING CORP.	
Dixie Crystals Sugar	109.400
SCANDINAVIAN AIRLINES SYSTEM INC.	604.200
SCANDINAVIAN TRAVEL COMMISSION	29.342
F. & M. SCHAEFER BREWING CO.	
Beer	188.829
SCHENLEY INDUSTRIES INC.	8,206,851
Amitone	49.901
Ancient Age Whisky	750.566
Belmont Whisky	34.770
Bertoli Wines	2.369
Bourbon Institute	65.835
Carioca Rum	2.817
Cascade Whisky	58.303
Cherry Heering	21.204
Coronet Brandy	165.315
Cream of Kentucky Whisky	155.046
Cresta Blanca Wines	16.468
Danski Vodka	801
Dewar's White Label Scotch Whisky	86.525
Du Bouchett Cordials	16.830
Echo Spring Whisky	313.008
Geo. T. Stagg Whisky	152.634
Gibson's Diamond 8 Whisky	3.612
Golden Wedding Whisky	139.060
Green River Whisky	6.463
I. W. Harper Whisky	602.825
J. W. Dant Charcoal Perfected Whisky	64.547
J. W. Dant & J. W. Dant Charcoal Perfected Whisky	3.827
J. W. Dant Olde Bourbon Whisky	118.944
J. W. Dant Whisky	195.478
J. W. Dant Whiskies	6.392
James E. Pepper Whisky	33.702
Kentucky Bred Whisky	22.620
Kentucky Bred & Park & Tilford Reserve Whiskies	15.169
Kentucky Bred & Park & Tilford Special Selection Scotch Whisky	2.102
Kintore Scotch Whisky	1.563
Long John Scotch Whisky	133.668
MacNaughton's Whisky	125.873
Marie Brizard Liqueur	1.300
Melrose Gin	23.471
Melrose Gin & Whisky	25.626
Melrose & Melrose Vodka	1.570
Melrose Rare Whisky	212.254
Old Blue Ribbon Whisky	1.548
Old Charter Whisky	600.696
Old Quaker Whisky	74.707
Old Schenley Whisky	4.700
Old Stagg Whisky	245.389
Park & Tilford Carriage & Special Selection Scotch Whisky	8.479
Park & Tilford Carriage Whisky	8.356
Park & Tilford Private Stock & Reserve Whisky	51.640
Park & Tilford Private Stock Whisky	2.128
Park & Tilford Products	79.389
Park & Tilford Reserve & Dry Gin	626
Park & Tilford Reserve & Special Selection Scotch Whisky	15.702
Park & Tilford Reserve Whisk	26.143
Park & Tilford Special Selection Canadian Whisky	8.437
Park & Tilford Special Selection Scotch & Whisky	15.255
Park & Tilford Whiskies	79.981
Roma Wine	70.050
Royal Club Whisky	77.956
Sam Thompson Whisky	16.458
Samovar Vodka	258.589
Schenley Canadian Whisky	1.002
Schenley Certified Bourbon Whisky	51.936
Schenley Champion Whisky	309.830
Schenley Distillers Corp.-Institutional	22.182
Schenley Gin	73.301
Schenley Gin & Vodka	53.859
Schenley London Dry Gin	5.628
Schenley London Dry Gin & Vodka	105.569
Schenley O.F.C. Whisky	698.856
Schenley Products	7.004
Schenley Red Satin Whisky	207.189
Schenley Reserve Whisky	1.608.595
Schenley Smooth American Gin	15.933
Schenley Vodka	45.990
Schenley Whiskies	20.812
Sir John Schenley Whisky	63.718
Three Feathers Whisky	118.694
Tintex	58.066
JOS. SCHLITZ BREWING CO.	534.045
Old Milwaukee Beer	173.662
Schlitz Beer	360.383
WM. SCHLUDERBERG-T. J. KURDLE CO.	
Esskay Meat Products	53.813
SCHMIDT BAKING CO.	65.186
Bread	39.469
Products	25.717
C. SCHMIDT & SONS	170.623
Prior Beer	39.889
Schmidt Beer	121.308
Valley Forge Beer	9.426
SCHOLL MFG. CO.	407.719
Dr. Scholl's Air-Pillo Insoles	39.985
Dr. Scholl's Ball-O-Foot Cushion	38.438
Dr. Scholl's Bromidrosis Powder	28.353
Dr. Scholl's Bunion Reducer	1.530
Dr. Scholl's Electric Foot Massager	4.701
Dr. Scholl's Foam-Ease Bunion Shield	2.007
Dr. Scholl's Kurotex	22.059
Dr. Scholl's Products	8.671
Dr. Scholl's Toe-Flex	287
Dr. Scholl's Zino-Pads	261.688
S. A. SCHONBRUNN & CO.	115.856
Medaglia D'Oro Coffee	15.768
Medaglia D'Oro Coffee & Instant Coffee	78.536
Medaglia D'Oro Instant Coffee	12.699
Savarin Coffee	8.853
SCHUCKL & CO.	30.858
Aunt Penny's Cheese Sauce	6.698
Aunt Penny's Hollandaise Sauce	6.815
Aunt Penny's Sauces	6.929
Aunt Penny's White Sauce	10.416
SCHULZE & BURCH BISCUIT CO	
Flavor-Kist Crackers	51.056
SCHWEPPES (USA) LTD.	
Beverages	111.813
SCOTT PAPER CO.	887.173
Confidents	79.957
Cut-Rite Waxed Paper	8.369
Scott Napkins	322.168
Scott Products	52.963
Scott Wonder Wrap	14.387
Waldorf Tissue	409.329
SCOVILL MFG. CO.	95.025
Hamilton Beach Appliances	51.543
Hamilton Beach Mixette	42.217
Institutional	1.265
SCRANTON GAS CO.	40.461
CHARLES SCRIBNER'S & Sons	131.226
SCRIPTO INC.	
Pencils & Pens	25.446
SCUDDER FOOD PRODUCTS	196.316
Laura Scudder's Corn Chips	107.646
Laura Scudder's Mayonnaise	1.432
Laura Scudder's Peanut Butter	17.755
Laura Scudder's Potato Chips	69.483
SEABOARD AIR LINE RAILROAD	252.031
SEABOARD PACKING CO.	
Neptune Sardines	30.826
SEABOARD SEED CO.	
Lawn Products	26.700
SEALY INC.	
Mattress	76.120
SEEMAN BROS. INC.	332.741
Redi-Tea	21.005
Seabrook Farm Frozen Foods	77.355
Seabrook Farm Frozen Vegetables	191.059
White Rose Tea	43.322
SERTA ASSOCIATES INC.	
Mattress	37.103
SEVEN-UP CO.	339.265
SHAKESPEARE CO.	
Fishing Tackle	30.366
SHALER CO.	121.743
Rislone	98.570
Shaler S-200	23.173
W. A. SHEAFFER PEN CO.	254.749
Maico Hearing Aid	136
Sheaffer Pencils & Pens	254.613
SHEDD-BARTUSH FOODS INC.	86.013
Churngold Margarine	45.192
Keyko Margarine	7.818
Lady Betty Prune Juice	2.207
Shedd-Bartush Foods	5.399
Shedd's Peanut Butter	12.693
Shedd's Salad Dressing	7.322
Southern Gold Orange Juice	5.382
W. SHEINKER & SON	
Holland House Cocktail Mixes	151.283
SHELL OIL CO.	3,145,404
Gasolines & Oil	2,698,901
Heating Oil	14.524
Shellzone Anti-Freeze	36.851
Institutional	395.128
SHERWIN-WILLIAMS CO.	489.085
Acme Paints	4.064
Acme Products	2.322
Martin Senour Paints	4.040
Sherwin-Williams Paints	477.840
Weed-No-More	819
SHIELDS INC.	28.810
SHORT LINE INC.	39.069
SHULTON INC.	941.348
Bridgeport Insecticides	158.394
Color-Tone	197.783
Good-Aire	138.005
Ice-O-Derm	76.344
Old Spice After Shave Lotion	69.366
Old Spice Deodorant	41.219
Old Spice Products	39.886
Old Spice Smooth Shave	125.984
Shulton Preparations	65.236
Shulton Products	26.360
Thylox Shampoo	2.771
SHWAYDER BROS., INC.	77.031
Samsonite Chairs	55.791
Samsonite Luggage	21.240
SICKS' RAINIER BREWING CO.	82.267
Rainier Beer	96.184
SIEGLER CORP.	5.585
Bogen-Presto Sound Span	
Bogen & University High Fidelity Components	6.648
Olympic Television	36.096
Siegler Heating Equipment	47.855
SIGNAL OIL & GAS CO.	62.167
Hancock Oil Co.	32.090
Signal Oil Co.	30.077
SILVER-K CORP.	
Old Holland Beer Shampoo	28.355
SILVER SKILLET FOOD PRODUCTS CO.	41.953
Beef Stew	12.569
Chili Con Carne	3.380
Corned Beef Hash	26.004
SIMMONS TOURS INC.	63.653
SIMON & SCHUSTER	362.922
SIMONIZ CO.	603.154
Reddi-Starch	78.741
Simoniz Wax 2-0	43.891
Tone	74.695
Vista Car Wax	405.827
SINCLAIR OIL CORP.	312.072
Gasolines & Oils	215.286
Heating Oil	96.786
SIROIL LABORATORIES INC.	
Siroil	89.711
SITA WORLD TRAVEL INC.	48.688
SKELLY OIL CO.	
Gasolines & Oils	223.102
SKIL CORP.	
Tools	112.942
SKINNER MFG. CO.	
Macaroni Products	55.842
SMITH BROS.	26.056
Cough Drops	7.587
Smokers Drops	18.469
A. O. SMITH CORP.	62.516
Duraclad Vacuum Bottles	33.848
Permaglas Water Heater	28.668
SMITH-CORONA MARCHANT INC.	107.233
Smith-Corona Marchant Data Processing System Division	27.456
Smith-Corona Typewriter	79.777
SMITH, KLINE & FRENCH LABS.	86.675
Avoset	2.015
Qwip	73.363
Smith, Kline & French Laboratories	11.297
SNO-BOL CORP.	35.174
F. H. SNOW CANNING CO.	73.982
Sno-Tip Salmon	2.712
Snow's Chowders	11.490
Snow's Chowders & Clams	54.635
Snow's Clams	5.145
SOCONY MOBIL OIL CO.	760.829
General Petroleum Corp.	142.932
Magnolia Petroleum Co.	30.059
Socony Mobil Gasolines & Oils	524.898
Socony Mobil-Institutional	62.940
SOKOL & CO.	
Solo Filling	49.993
SOUTH CAROLINA ELECTRIC & GAS CO.	38.587
SOUTH DAKOTA DEPT. OF HIGHWAYS	51.115
SOUTH JERSEY GAS CO.	25.382
SOUTHERN AIRWAYS	26.347
SOUTHERN BAKERIES CO.	
Bread	57.543
SOUTHERN BELL TELEPHONE & TELEGRAPH CO.	576.489
SOUTHERN CALIFORNIA EDISON CO.	415.755
SOUTHERN CO.	260.923
Alabama Power Co.	53.481
Georgia Power Co.	196.899
SOUTHERN CO.	10.543
SOUTHERN INDIANA GAS & ELECTRIC CO.	57.211
SOUTHERN NEW ENGLAND TELEPHONE CO.	147.954
SOUTHERN PACIFIC CO.	139.143
SOUTHERN PINE ASSN.	69.843
Spib Southern Yellow Pine	34.147
Texas Yellow Pine	35.696
SOUTHERN RAILWAY SYSTEM	223.137
SOUTHERN UNION GAS CO.	42.087
SOUTHWESTERN BELL TELEPHONE CO.	620.539
SOUTHWESTERN LIFE INSURANCE CO.	53.037
SPANISH NATIONAL TOURIST OFFICE	32.803
SPATINI COMPANY	
Spaghetti Sauce Mix	33.325
SPEAS CO.	64.414
Apple Juice	24.946
Vinegar	39.468
SPEEDWAY PETROLEUM CORP.	44.179
SPENCER GIFTS	69.547
SPENCER PRESS INC.	100.120
American Peoples Encyclopedia	31.100
Our Wonderful World	15.550
Young People's Book Club	53.470
SPERRY & HUTCHINSON CO.	
S & H Green Stamps	208.147
SPERRY RAND CORP.	605.859
Remington Products	27.777
Remington Shaver	72.847
Remington Rand Typewriter	449.587
Univac	55.648
SPRINGS COTTON MILLS	87.212
SQUIRT CO.	230.491
STAHL-MEYER INC.	80.856
Ferris Ham	55.961
Stahl-Meyer Meat Products	8.651
Stahl-Meyer Meat Spreads	16.244
A. E. STALEY MFG. CO.	467.528
Sta-Flo Starch	299.232
Sta-Flo Starch & Sta-Puf Rinse	26.929
Sta-Puf Rinse	141.367
F. M. STAMPER CO.	121.680
Banquet Dinners	42.889
Banquet Foods	21.720
Banquet Frozen Chicken Pie	18.946
Banquet Frozen Pot Pies	22.760
Banquet Fruit Pies	15.365
STANBACK CO.	76.266
STANDARD BRANDS INC.	3,465.145
Black & White Scotch Whisky	363.728
Blue Bonnet Margarine	41.582
Chase & Sanborn Coffee	453.104
Chase & Sanborn Instant Coffee	763.305
Churchill "88" Whisky	9.115
Daviess County Whisky	22.533
Fleischmann's Gin	263.576
Fleischmann's Gin & Vodka	21.809
Fleischmann's Margarine	370.201
Fleischmann's Preferred & Vodka	399
Fleischmann's Preferred Whisky	556.861
Fleischmann's Products	46.581
Fleischmann's Vodka	103.984
Fleischmann's Yeast	20.471
Hunt Club Burger Bits	95.424
Old Medley Whisky	6.701
Pilgrim Rum	1.672
Royal Gelatin	54.018
Siesta Instant Coffee	98.211
Tender Leaf Instant Tea	75.067
Tenderleaf Tea	96.803
STANDARD KNITTING MILLS INC.	
Healthknit Underwear	175.610
STANDARD MILLING CO.	152.678
Ceresota Flour	104.902
Hecker's Flour	47.776
STANDARD OIL CO. OF CALIFORNIA	1,925.230
Bug-Geta	1.045
California Oil Co. Gasolines & Oils	172.023
California Oil Co. Institutional	22.232
Isotox	114.880
Ortho Insecticides & Weed Killers	603.200
Standard Heating Oils	358.975
Standard Oil of California Gasolines & Oils	605.948
Standard Oil of Texas Gasolines & Oils	46.927
STANDARD OIL CO. (INDIANA)	2,991.744
American Heating Oil	41.163
American Oil Co. Gasolines & Oils	1,071.040
American Oil Co.-Institutional	24.442
Standard Oil Co. of Indiana Gasolines & Oils	1,499.385
Standard Oil Co. of Indiana-Institutional	324.804
Utah Oil Refining Co., Gasolines & Oils	30.930
STANDARD OIL CO. (NEW JERSEY)	2,136.094
Carter Heating Oil	3.486
Carter Oil Co., Gasolines & Oils	125.915
Esso Heating Oil	199.788
Esso Standard Division Humble Oil & Refining Co.	113.311
Esso Standard Oil Co.-Gasolines & Oils	782.714
Esso Standard Oil Co.-Institutional	76.354
Humble Oil & Refining Co., Gasolines & Oils	528.914
Oklahoma Division-Humble Oil & Refining Co.	258.017
Pate Division-Humble Oil & Refining Co.	58.599
STANDARD OIL CO. (OHIO)	281.446
Gasolines & Oils	198.698
Institutional	82.748
STANDARD RAILWAY EQUIPMENT MFG. CO.	
Arkansas Traveler Boats	73.165
STANDARD ROMPER CO.	
Health-Tex	36.448
STANDARD SECURITY LIFE INSURANCE CO. OF NEW YORK	71.274
STANDARD-TRIUMPH MOTOR CO.	
Triumph Cars	1,039.240
STANLEY WARNER CORP.	628.428
Calamatum	258.907
Isodine	107.346
Nasalaire	206.491
Paxomine	3.109
Playtex Bras & Girdles	14.583
Playtex Nurser	24.316

HOUSTON CIRCULATION Fact No. 1

The Houston Post is Houston's Largest Newspaper, daily and Sunday.

DAILY

POST 216,538

Chronicle 200,412

Press 102,554

SUNDAY

POST 233,978

Chronicle 226,544

ABC White Audits for 12 months ending 9/30/60

(Post daily circulation 6-day Chronicle, Press 5-day Mon.-Fri.)

MORE CIRCULATION AT NO EXTRA COST

THE HOUSTON POST

Houston's largest newspaper, daily and Sunday

Represented nationally by Moloney, Regan & Schmitt

PRIMA*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klapp Co.

*PRIMA means FIRST in Latin

Ad Clinic #22

(a transparent device to get you to read this Sheraton ad)

by Ivy Leake

Be specific

Chances are Sheraton has a few more or less rooms than the pat 26,000 figure stated in the headline.

Consumers want facts, not generalities.

Yeah, but — the truth is — we've both missed the boat. It's closer to 27,000, what with the new Sheraton-Baltimore Inn, the new Diamond Head Wing of our Princess Kaiulani Hotel on Waikiki Beach and the new Sheraton-Tel Aviv, now under construction. If you'd like to know *everything* (room-wise) about Sheraton (and if you'd like to help us check the pull of this ad), send for free, 104-page Sheraton Booklet. Write: **Sheraton Corp., Ad Age Ad #22, 470 Atlantic Ave., Boston, Massachusetts.**

at this moment you are demonstrating

THE VITALITY OF A WEEKLY INDUSTRY NEWSPAPER

There is no other form of communication today that quite equals the terse style of the newspaper. It is pointed, it is crisp, and when all other reading must be pushed aside, the newspaper is there—demanding and receiving attention.

In air conditioning, heating and refrigeration, just as in advertising, the man interested in events and trends while they're still news is naturally the executive with the greatest responsibility and fewest hours to read.

For 34 years, *Air Conditioning, Heating & Refrigeration NEWS*, the industry's only newspaper, has been meeting the needs of such executives in manufacturing, contracting, and all phases of distribution. It serves 22,053* paid subscribers a weekly menu of industry news—as it happens.

It is the one publication with weekly news vitality—aimed solely at the racing pace of the key executive who, in the final analysis, is the man to put the stamp of approval or disapproval on your product. Utilize this vitality for your products—make sure your advertising includes a solid schedule in the industry's only newspaper.

**Average net paid circulation, Dec. 31, 1960 ABC Audit Report. Circulation includes: 12,601 dealer-contractors, distributor contractors, and service and installation contractors; 945 wholesalers; 5,099 manufacturers.*

AIR CONDITIONING
HEATING & REFRIGERATION
NEWS

BUSINESS NEWS PUBLISHING COMPANY
450 West Fort Street • Detroit 26, Michigan

NEW YORK
521 Fifth Ave.
MUrray Hill 2-1928-9

CHICAGO
134 S. LaSalle St.
FRanklin 2-8643-4

LOS ANGELES
4710 Crenshaw Blvd.
AXminster 2-9501

DETROIT
450 W. Fort St.
WOodward 2-0924

Playtex Products	13.676
STAR-KIST FOODS INC.	569.354
Nine Lives Cat Food	77.427
Star-Kist Tuna	491.927
STATE FARM INSURANCE COS.	332.710
A. STEIN & CO.	106.142
Magicool Girdle	55.092
Perma-Lift Bras & Girdles	51.050
STERLING BREWERS, INC.	
Beer	41.284
STERLING DRUG INC.	1.763.927
Bayer Aspirin	637.362
Campho Phenique	193.167
D-Con Mouse Prufe	19.262
Energine Lighter Fluid	512
Jaynes P-W	78.217
Lyons All-Day Cushions	7.432
Midol	195.173
Phillips' Milk of Magnesia	275.856
Z.B.T. Baby Powder	356.946
STERLING FOREST PEAT CO.	67.119
STERN'S NURSERIES	38.386
EUGENE STEVENS INC.	163.432
Magic English Pellets	55.196
Power-Flash Spark Plugs	108.236
J. P. STEVENS & CO.	280.951
Fuller Fabrics	29.070
Stevens Fabrics	33.816
Stevens Sheets	218.065
STEWART WARNER CORP.	
Alemite CD-2	34.339
STEWART'S FOOD PRODUCTS CO.	
Potato Chips	25.741
STEWART'S PRIVATE BLEND COFFEE CO.	
Coffee	46.740
STITZEL-WELLER DISTILLERY INC.	424.671
Cabin Still Whisky	171.677
Cabin Still & Old Fitzgerald Whiskies	34.329
David Nicholson 1843 Whisky	2.368
Old Fitzgerald Whisky	198.245
Old W. L. Weller Whisky	18.052
STOKELY-VAN CAMP INC.	683.876
Pictsweet Frozen Foods	13.135
Pictsweet Frozen Orange Juice	2.440
Pictsweet Frozen Vegetables	10.369
Stokely Fruit Drinks	70.623
Stokely's Fruit Drinks & Van Camp's Beans	120.459
Stokely's Orange Juice	1.098
Stokely's Products	61.390
Stokely's Vegetables	63.048
Stokely's-Van Camp's Beans	272.974
Stokely's-Van Camp's Fruits	53.685
Stokely's-Van Camp's Products	9.623
Van Camp Products	5.032
STOUFFER CORP.	
Frozen Foods	120.007
STOWE-WOODWARD INC.	
Ebonite Bowling Ball	72.577
LEVI STRAUSS & CO.	
Apparel	329.099
J. STRICKLAND & CO.	
White Rose Petroleum Jelly	93.445
STROEHMANN BROS. CO.	
Bread	66.106
STROH BREWERY CO.	
Beer	530.584
STUDEBAKER-PACKARD CORP.	3.775.068
Hawk Cars	155.703
Hawk & Lark Cars	151.330
Lark Cars	3.278.880
Mercedes Benz Cars	85.088
Studebaker-Packard Cars	104.067
STYLE UNDIES INC.	29.684
SUE BRETT INC.	33.916
SUGAR ASSN.	275.658
SUGARDALE PACKING CO.	
Meat Products	28.268
R. G. SULLIVAN INC.	31.261
Dexter Cigars	16.524
7-20-4 Cigars	14.737
SUN LIFE ASSURANCE CO. OF CANADA	146.897
SUN OIL CO.	
Gasolines & Oils	1.008.948
SUNBEAM BAKING CO.	442.925
Baking Products	13.650
Bread	429.275
SUNBEAM CORP.	712.905
Appliances	79.658
Coffee Master	61.390
Floor Conditioner & Rug Cleaner	12.679
Fry Pan	124.295
Mower	13.809
Shaver	328.306
Toaster	58.159
Vacuum Cleaner	17.584
Products	17.025
SUNKIST GROWERS INC.	660.847
Frozen Fruit Juices	36.398
Frozen Juice Bars	184.317
Frozen Lemonade	52.748
Frozen Punch	121.664
Lemons	78.943
Oranges	174.984
Orange Base	2.746
Products	9.317
SUNLAND ESTATES (EL PASO, TEXAS)	49.737
SUNLITE BAKERY	45.271
Bakery Products	8.039
Bread	37.232
SUN MAID GROWERS OF CALIF.	
Raisins	129.502
SUNRAY MID-CONTINENT OIL CO.	101.780
DX Heating Oil	6.692
DX Sunray Oil Co.	95.088
SUNSET HOUSE	36.110
SUNSHINE BISCUITS INC.	450.440
Gordon's Potato Chips	24.752
Gordon's Products	3.397
Schuler's Potato Chips	12.993
Schuler's Potato Frills	7.142
Schuler's Potato Sticks	3.698
Schuler's Products	13.264
Sunshine Crackers	385.194
SUPERIOR PACKING CO.	
Meat Products	31.702
SWANK INC.	
Jewelry	126.494
SWEDISH AMERICAN LINE	125.180
SWEETS CO. OF AMERICA	
Tootsie Roll Ice Cream Bar	102.051
SWIFT & CO.	1.481.870
Corkhill Meat Products	1.607
Duet Margarine	68.400
End-O-Pest	1.622
Mayrose Meat & Fish Products	31.943
Neuhoff Meat Products	20.798
OZ	4.485
Pard Crunchers	94.925
Plankinton's Meat Products	14.766
Rid	62.488
Swift's Baby Foods	303.845
Swift Beef Burger	4.129
Swift's Frozen Dinners	2.032
Swift's Ice Cream	97.465
Swift's Meat & Poultry Products	21.069
Swift's Meat Products	448.932
Swift'ning	23.014
Vigoro	244.803
Vita-Gro	35.547
JOHN H. SWISHER & SONS	
King Edward Cigars	164.156
SWISS AIR TRANSPORT CO.	123.334
SYLVAN SEAL MILK INC.	78.100
Cheese	8.737
Milk	63.186
Products	6.177
SYRACUSE CARD CO.	50.297

T

TV TIME FOODS INC.	
Popcorn	37.319
TAHOE KEYS (CALIFORNIA)	28.190
TAMPA ELECTRIC CO.	41.470
TAMPAX INC.	702.686
TAPPAN CO.	41.197
O'Keefe & Merritt Ranges	16.533
Tappan Ranges	24.664
TASTY BAKING CO.	
Tastykake Cakes & Pies	29.812
TAYLOR PROVISION CO.	
Meat Products	33.438
TAYLOR WINE CO.	43.270
Champagne	16.653
Wines	26.617
TEA COUNCIL OF U.S.A.	89.112
TENNESSEE DIVISION OF INFORMATION	43.070
TETLEY TEA CO.	89.651
Instant Tea	51.462
Tea	38.189
TEXACO INC.	380.072
Gasolines & Oils	258.632
Heating Oils	1.391
Institutional	120.049
TEXAS ELECTRIC SERVICE CO.	84.704
TEXAS GAS TRANSMISSION CORP.	29.610
TEXIZE CHEMICALS INC.	
Cleaners & Detergents	140.585
THIS WEEK MAGAZINE	68.040
S. B. THOMAS INC.	210.042
Baking Products	138.043
Bread	71.999
THOMPSON MEDICAL CO.	25.008
San-Cura	1.182
Slim-Mint Gum	23.826
THORESEN INC.	98.379
TIDEWATER OIL CO.	
Gasolines & Oils	188.045
TIDY HOUSE PRODUCTS CO.	100.647
Spring Rain	35.318
Sweet-10	65.329
TILLAMOOK COUNTY CREAMERY ASSN.	
Cheese	35.945
TIME INC.	1.477.571
Fortune	22.901
Life	958.551
Sports Illustrated	34.976
Time	460.143
TIME LIFE INSURANCE CO.	56.713
TIMES-MIRROR CO.	141.664
Los Angeles Mirror	88.144
Los Angeles Times	53.520
TITLE INSURANCE & TRUST CO.	59.134
TOBIN PACKING CO.	
Meat Products	195.631
TOLEDO EDISON CO.	63.674
TONSILINE CO.	30.192
TOP VALUE ENTERPRISES INC.	
Stamps	423.401
TORO MFG. CORP.	201.647
Mowers	198.026
Snow Hound	3.621
TOYOTA MOTOR DISTRIBUTORS INC.	145.071
Toyopet Cars	112.394
Toyota Cars	29.350
Toyota Trucks	3.327
TRAILER COACH ASSN.	84.060
TRANE CO.	190.985
Air Conditioner	176.228
Heating Equipment	14.757
TRANS CONTINENTAL AIRLINES AGENCY	252.874
TRANSISTOR WORLD CORP.	25.260
Toshiba Hearing Aid	11.259
Toshiba Radio	14.001
TRANS-TEXAS AIRWAYS	102.547
TRANS WORLD AIRLINES INC.	2.660.091
TRAPPIST MONKS' ABBEY OF THE GENESEE	
Monk's Bread	157.166
TRAVELCADE TOURS	27.385
TREE SWEET PRODUCTS CO.	
Frozen Orange Juice	37.356
TREO CO.	
Bras & Girdles	44.599
TRIANGLE PUBLICATIONS INC.	362.571
Gravure Division	1.292
Philadelphia Inquirer	15.117
Seventeen	60.867
TV Guide	285.295
TRIPLE S BLUE STAMPS	46.029
TRU-ADE CO.	42.730
Pal Soda	3.919
Tru-Ade Beverages	38.811
TURTLE WAX INC.	
Cleaner & Wax	68.401
TWENTIETH CENTURY FOX FILM CORP.	
Motion Pictures	136.490
TWENTY-ONE BRANDS INC.	94.220
Ballantine's Gin	2.894
Ballantine's Scotch Whisky	63.689
Korbel Brandy	133
"21" Brand Products	27.504
TWIN PINES FARM DAIRY	
Dairy Products	32.877
TYREX INC.	43.311

U

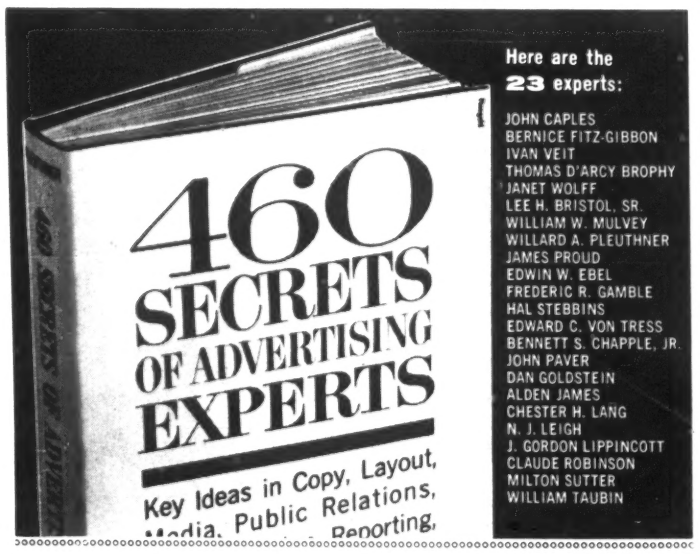
UDDO & TAORMINA CORP.	
Progresso Food Products	55.873
UNCLE SAM BREAKFAST FOOD CO.	
Breakfast Foods	64.174
UNION CARBIDE CORP.	782.951
Dynel Fabric	16.070
Eveready Flashlight Batteries	392.679
Prestone Anti-Freeze	142.549
Prestone Car Polish	31.122
Prestone De-Icer	76.582
6-12 Repellent	50.367
Products	73.582
UNION ELECTRIC CO.	237.485
UNION OIL CO. OF CALIFORNIA	622.402
UNION PACIFIC RAILROAD	466.233
UNION STARCH & REFINING CO.	30.105
Dixie Dew Syrup	2.888
Flowing Gold Syrup	3.174
King Bee Syrup	11.801
Pennant Marshmal-o Creme	12.242
UNITED AIRCRAFT CORP.	117.781
Pratt & Whitney Aircraft	76.211
Sikorsky Aircraft	15.067
United Aircraft Corp.	26.503
UNITED AIR LINES INC.	2.496.343
UNITED ARTISTS CORP.	40.880
UNITED BISCUIT CO. OF AMERICA	216.459
Hekman Crackers	42.157
Keebler Crackers	52.853
Sawyer Crackers	75.606
Supreme Crackers	45.843
UNITED FRUIT CO.	
Bananas	32.058
UNITED GAS CO.	157.864
UNITED ILLUMINATING CO.	26.987
UNITED JEWISH APPEAL	59.587
UNITED MEDICAL SERVICE, INC.	111.114
UNITED MERCHANTS & MANUFACTURERS INC.	112.417
Ameritex Fabrics	3.103
Con-Tact	109.314
UNITED STATES BREWERS FOUNDATION	130.698
UNITED STATES LINES CO.	178.800
UNITED STATES NAVIGATION CO.	148.355
Hamburg-American Line	7.322
North German Lloyd Line	141.033
UNITED STATES NEWS & WORLD REPORT	693.166
UNITED STATES OVERSEAS AIRLINE	45.413
U.S. PENCIL CO.	33.557
UNITED STATES RUBBER CO.	754.036
Alanap Weed Killer	1.172
Fisk Tires	611
Lastex	10.174
MH-30	7.504
U.S. Golf Balls	27.429
U.S. Kedettes	6.170
U.S. Rubber Products	17.547
U.S. Rubber Rainpals	32.658
U.S. Tires	650.771
UNITED STATES SHOE CORP.	
Red Cross Shoes	64.474
UNITED STATES STEEL CORP.	1.556.424
UNITED STATES TIME CORP.	
Timex Watches	46.106
UNITED STATES TOBACCO CO.	36.371
Encore Cigarets	11.429
Skoal Chewing Tobacco	24.942
UNITED STEEL WORKERS OF AMERICA	257.108
UNITED VAN LINES INC.	74.095
UNIVERSAL PICTURES CO.	
Universal-International Motion Pictures	27.862
UTAH POWER & LIGHT CO.	54.086
UTICA MUTUAL INSURANCE CO.	96.481

V

VANITY FAIR PAPER SALES CORP.	33.172
Napkins	3.000
Tissues	13.768
Products	16.404
VAN MUNCHING & CO.	176.447
Heineken's Beer	129.249
Kahlua Coffee Liqueur	2.482
Old Gentry Gin	2.994
Queen Anne Scotch Whisky	37.903
St. Ledger Scotch Whisky	3.819
D. VAN NOSTRAND CO.	28.452
VARIG AIRLINES	102.225
VAUGHAN'S SEED CO.	63.139
VERMOUTH INDUSTRIES OF AMERICA INC.	
Tribuno Vermouth	29.827
VICK CHEMICAL CO.	1.101.365
Clearasil	290.805
Clearasil Shampoo	46.011
Lavoris	118.321
Theracin	38.629
Vicks Cold Products	173.185
Vicks Cold Tablets	99.764
Vicks Inhaler	167.645
Vicks Sinex	8.036
Vicks Throat Disks	2.851
Vicks Vaporub	1.760
Vicks Vapo-Steam	40.420
Vicks Va-Tro-Nol	113.938
VICKERS INC.	32.522
VIENNA SAUSAGE MFG. CO.	32.512
VIKING PRESS	140.647
VIOBIN CORP.	
Wheat Germ Oil	91.163
VIRGIN ISLAND GOVERNMENT INFORMATION OFFICE	25.970
VIRGINIA-CAROLINA CHEMICAL CORP.	
V-C Fertilizers	79.739
VIRGINIA DEPARTMENT OF CONSERVATION & ECONOMIC DEVELOPMENT	79.284
VIRGINIA ELECTRIC & POWER CO.	142.869
VIRGINIA STATE APPLE COMMISSION	30.129
VITA FOOD PRODUCTS INC.	102.386
Mother's Gefilte Fish	19.278
Mother's Margarine	5.506
Vita Fish Products	75.901
Vita Pickles	1.701
VITABLEN CORP.	
Capsules	72.795
VITASAFE CORP.	296.897
VOGARELL PRODUCTS CO.	157.495
Certane	1.930
Hemex	5.955
Inray	3.534
Lanacane	146.076
VOLKSWAGEN OF AMERICA INC.	862.645
Volkswagen Cars	680.119
Volkswagen Trucks	182.526
VOLVO, A B	297.110
Cars	294.647
Trucks	2.463

W

WAITT & BOND INC.	
Blackstone Cigars	33.780
HIRAM WALKER-GOODERHAM & WORTS LTD.	3.763.018
Barclay's & Corby's Reserve Whisky	196
Barclay's Gin & Gold Label Whisky	683
Barclay's Gold Label & Corby's Reserve Whisky	1.040
Barclay's Products	6.666
Barclay's Whisky	67.757
Booth's High & Dry Gin	113.499
Booth's House of Lords Gin	15.632



SOME of the top men and women in the field give you their keys to successful advertising in their new book, 460 SECRETS OF ADVERTISING EXPERTS. They offer you the benefit of all they have learned about copy, layout, media, marketing, merchandising, packaging, retailing, research, production and sales promotion.

- John Caples (BBDO) reveals the 16 checkpoints for a good ad
- Janet Wolff (J. Walter Thompson) explains the 20 ways to sell women — and how it must be different from selling men
- Dan Goldstein (Schenley) gives the 6 steps in the creative process
- Bennett Chapple (US Steel), shows you how to wring the last nickel's worth out of an individual ad with merchandising and promotion
- J. Gordon Lippincott (Lippincott & Margulies), explains how to tie your packaging in with your advertising and marketing
- PLUS Profile of successful work habits. List of books for further reading classified by subjects. Index of ideas by subject.

"A real contribution to those desiring a successful career in advertising." — ARTHUR (RED) MOTLEY, *President, U.S. Chamber of Commerce; former President, National Sales Executive Club; President, Parade Publications.*

460 SECRETS OF ADVERTISING EXPERTS, edited by Willard A. Pleuthner, Vice President of BBDO and father of "brainstorming", is a bargain, too. At $4.60 it gives you 460 great ideas at a penny apiece. Small investment for the thousands to be earned when you master its techniques. On sale now at your bookstore, or use the coupon below to send your copy. If, after examining the book for 10 days you are not delighted, we will refund your $4.60.

— 10 DAYS' FREE EXAMINATION —

Thomas Nelson & Sons, Dept. B-48
19 East 47th Street, N.Y. 17, N.Y.

Please send me 460 SECRETS OF ADVERTISING EXPERTS. I enclose ☐ check ☐ money order for $4.60. I may return book in 10 days for full refund if I can't use its techniques.

Name.....

Address.....

City.....Zone...State.....

IMPACT that scores!

DISCOUNTS UP TO
20%
CALLER-TIMES NEW BULK AND FREQUENCY DISCOUNTS
CIRCULATION 91,439 ABC
National representatives
TEXAS HARTE-HANKS NEWSPAPERS
Dallas New York Chicago
Optional member The Texas Group
Represented by the Branham Co.

Go to bat in the Caller-Times and score with sales in Corpus Christi, the nation's 74th city. New military facilities bringing 1,200 new jobs to add to $1 million a week Navy expenditures. Bank deposits up to $152 million. New motels, office buildings, expressways. Write for full market data.

The Corpus Christi Caller-Times

When Pepsi-Cola telegraphs 530 bottlers... *things happen fast!*

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM
W. P. MARSHALL, PRESIDENT

1201 (4-60)

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

JAMES GOODING, JR.
PEPSI-COLA BOTTLING CO.—DENVER, COL.

PEPSI SPONSORING NBC-TV SPECTACULAR "YOUNG AT HEART" STARRING JANE POWELL,FRIDAY, APRIL 28. PROMOTION MATERIALS TIEING IN PEPSI THEME IN PRODUCTION AND AVAILABLE IMMEDIATELY. HOW MANY DISPLAY UNITS CAN YOU USE?

PHILIP HINERFELD, PEPSI-COLA COMPANY, NY

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM
W. P. MARSHALL, PRESIDENT

1201 (4-60)

SYMBOLS
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The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

PHILIP HINERFELD
PEPSI-COLA CO.—NEW YORK CITY

REQUIRE TOTAL OF 75 SPECIAL "YOUNG AT HEART" DISPLAY UNITS AS SOON AS POSSIBLE. HAVE ALREADY ARRANGED TIE-IN PROMOTIONS IN 53 SUPERMARKETS. EXPECT MORE TO FOLLOW.

JAMES GOODING, JR., PEPSI-COLA BOTTLING CO.—DENVER

SPECTACULAR PROMOTION? Say it in a spectacular way as Pepsi did to 530 bottlers . . . by *telegram!* People *respond* to telegrams. Result? Things happen fast. When busy companies use accurate, action-getting telegrams, they save time and money. Good reasons for *you* to wire for action!

Western Union . . . *for action!*

Canadian Club Whisky	1,202,439
Corby's Reserve Whisky	318,261
G & W Five Star Whisky	6,111
G & W Five Star & William Penn Whisky	799
G & W Private Stock Whisky	18,066
G & W Seven Star Whisky	104,889
Grand Macnish Scotch Whisky	41,325
Hiram Walker's Brandy	5,244
Hiram Walker's Gin	25,945
Hiram Walker's Little Brown Jug Whisky	1,292
Hiram Walker's Private Cellar Whisky	19,143
Hiram Walker's Products	111,776
Hiram Walker's Vodka	81,665
Imperial Whisky	796,202
Lauder's Scotch Whisky	12,650
Mill Farm Whisky	173
Mountain Ridge Whisky	2,026
Old Smuggler Scotch Whisky	31,681
Renault Wines	3,716
Royal Canadian Whisky	10,349
Sherbrook Whisky	4,176
Ten High Whisky	321,366
Twin Seal Whisky	21,870
Walker's Brandy	2,544
Walker's De Luxe Whisky	412,869
William Penn Whisky	968
WALKER-GORDON LABORATORY CO.	25,039
WANDER CO.	87,244
Minvitine	72,337
Ovaltine	14,907
SIDNEY WANZER & SONS	69,850
Chocolate Drink	8,068
Cottage Cheese	4,716
Dairy Products	5,456
Egg Nog Mix	10,797
Milk	40,813
WARD BAKING CO.	264,781
Dandee Bread	47,525
Gerber Cookies	135
Tip Top Bread	217,121
WARNER BROS. PICTURES	45,040
WARNER-LAMBERT PHARMACEUTICAL CO.	1,218,265
Bromo-Seltzer	8,450
Du Barry Preparations	237,167
Fashion Quick Home Permanent	218,218
Fizzies	8,189
Listerine	330,428
Perma-Grip	35,784
PRO Tooth Brush	186,563
Quick Home Permanent	9,409
Richard Hudnut Preparations	143,191
Stacomb	4,455
Super Anahist	22,818
Tote Toothbrush	13,593
WASHINGTON COOPERATIVE FARMERS ASSN.	
Lynden Chicken & Turkey Products	36,092
WASHINGTON GAS LIGHT CO.	77,807
WASHINGTON NATURAL GAS CO.	39,555
WASHINGTON STATE APPLE ADVERTISING COMMISSION	62,764
WASHINGTON STATE DEPT. OF COMMERCE & ECONOMIC DEVELOPMENT	29,075
WASHINGTON WATER POWER CO.	40,446
WASTE KING CORP.	57,607
Universal Ranges	19,112
Waste King Dishwasher	9,967
Waste King Disposal	28,528
WATER MASTER CO.	213,787
Toilaflex	174,095
Water-Master Toilet Tank Ball	39,692
WATERFILL & FRAZIER DISTILLERY CO.	
Whisky	38,510
WAUWATOSA FUEL & SUPPLY CO.	
Quick Flash Heating Oil	36,306
THOMAS J. WEBB COFFEE CO.	
Coffee	57,537
WEBCOR INC.	61,204
Phonograph	27,218
Phonograph & Tape Recorder	9,298
Products	3,616
Radio	6,012
Tape Recorder	15,060
WEEKLY PUBLICATIONS INC.	
Newsweek	378,034
ALBERT WEISS & CO.	
Jewelry	31,468
DAVID WEISZ CO. & M. J. WERSHOW CO.	34,186
WELDON FARM PRODUCTS INC.	39,233
Albacal	26,866
Alba Instant Dry Milk	12,367
WELLER ELECTRIC CORP.	
Power Tools	69,724
WELSH CO.	
Baby Products	53,092
WEST BEND ALUMINUM CO.	
Products	36,928
WEST CHEMICAL PRODUCTS INC.	67,597
CN Plus	38,630
West-Pine	28,967
WEST COAST AIRLINES	36,194
WEST END BREWING CO.	
Utica Club Beer	64,221
WEST PENN ELECTRIC SYSTEM	73,330
WEST POINT MFG. CO.	131,783
Martex Towels	20,751
Wellington Sears Fabrics	40,001
Wellington Sears Sportswear	71,031
WESTERN AIR LINES INC.	690,126
WESTERN MASS. ELECTRIC CO.	31,347
WESTERN PACIFIC RAILROAD	57,389
WESTERN PRINTING & LITHO	
Golden Press	44,525
WESTINGHOUSE ELECTRIC CORP.	2,385,138
Air Conditioner	18,652
Appliances	173,224
Coffee Maker	46,932
Dehumidifier	4,531
Dishwasher	41,570
Freezer & Refrigerator	12,943
Fry Pan	189,638
Heating Equipment	2,707
Lamps	89,337
Laundromat	511,548
Laundromat & Dryer	52,255
Mixer	25,450
Phonograph	5,061
Phonograph & Television	15,013
Radio	7,738
Range	150,332
Refrigerator	369,891
Scrubber-Polisher	12,598
Television	63,249
Vacuum Cleaner	107,065
Westinghouse Broadcasting Co., Inc.	36,771
Institutional	62,995
Products	385,638
WHEATENA CORP.	75,816
WHIRLPOOL CORP.	1,519,531
RCA Whirlpool Air Conditioner	45,208
RCA Whirlpool Appliances	14,304
RCA Whirlpool Cleaner	60,851
RCA Whirlpool Dishwasher	57,923
RCA Whirlpool Dryer	158,860
RCA Whirlpool Products	135,658
RCA Whirlpool Ranges	42,596
RCA Whirlpool Refrigerators	379,860
RCA Whirlpool Washer	550,233
RCA Whirlpool Washer & Dryer	74,038
WHITE KING SOAP CO.	161,806
Bleach Tabs	62,524
Liquid Detergent	9,264
Soap	58,121
Water Softener	10,731
Products	21,166
WHITE LABORATORIES	75,750
Correctol	11,014
Regutol	64,736
WHITE ROCK CORP.	
Beverages	150,248
STEPHEN F. WHITMAN & SON	
Chocolates	51,284
GEORGE WIEDEMANN BREWING CO.	
Beer	121,210
WILBUR-ELLIS CO.	74,016
Southern Star Bonito	30,195
Southern Star Meat Products	43,821
WILCO FASHIONS	37,625
JULIUS WILE SONS & CO.	93,529
Benedictine	23,078
Bollinger Champagne	12,021
Canasta Cream Sherry	3,011
Canasta Cream & Dry Sack Sherries	2,978
Dry Sack	2,978
Escoffier Sauce	3,948
Peter Dawson Scotch Whisky	27,616
Pimm's Cup	2,472
Romanoff Vodka	9,935
Williams & Humbert's Wines	5,492
J. B. WILLIAMS CO.	542,388
Aqua Velva	46,032
Aqua Velva & Williams Lectric Shave	40,772
Conti Shampoo	34,539
Devarex	3,130
Geritol	119,851
Kreml Hair Tonic	16,400
Serutan	64,345
Sominex	73,357
Williams Lectric Shave	56,032
Williams Lectric Shave & Instant Lather	17,579
Williams Products	14,352
Zarumin	55,999
WILLIAMSBURG INN (VIRGINIA)	57,094
WILSHIRE OIL CO.	38,143
WILSON & CO.	1,704,413
Ideal Dog Food	754,040
Mor	22,577
Wilson Meat Products	692,154
Wilson Sports Equipment	235,642
KAY WINDSOR FROCKS INC.	
Kaye Windsor Dresses	83,471
D. E. WINEBRENNER CO.	
Breakfast Juice Drinks	118,323
WINNIPEG, MANITOBA, CANADA	26,663
WISCONSIN CONSERVATION DEPT.	41,437
WISCONSIN DELLS, WISCONSIN, CHAMBER OF COMMERCE	31,660
WISCONSIN ELECTRIC POWER CO.	231,823
WISCONSIN INDUSTRIES	40,578
WISCONSIN TELEPHONE CO.	90,254
WISE POTATO CHIP CO.	
Potato Chips	42,436
WOLVERINE SHOE & TANNING CORP.	
Hush Puppies	356,037
WOMAN'S DAY INC.	56,231
WORCESTER BAKING CO.	28,143
Town-Talk Baking Products	7,545
Town-Talk Bread	20,598
WORCESTER COUNTY ELECTRIC COMPANY	27,399
WORCESTER GAS LIGHT CO.	35,975
WORLD EDUCATIONAL SERVICE	260,499
WORLD PUBLISHING CO.	98,984
WORLD TRAVEL SERVICE	42,150
WORLD WIDE ENCYCLOPEDIA CORP.	
Consumers Educational Service	34,879
WORTHINGTON CORP.	
Mueller Climatrol	29,416
WM. WRIGLEY JR. CO.	
Gum	91,459

Y

YARDLEY OF LONDON INC.	153,214
Men's Toiletries	147,437
Preparations	5,777
W. F. YOUNG INC.	418,037
Absor Breath Mouth Wash	1,675
Absorbine Jr.	416,362
YOUTHCRAFT CREATIONS INC.	
Bra & Girdle	27,064

Z

ZEIGLER PACKING CO.	
Meat Products	38,284
ZENITH RADIO CORP.	975,633
Hearing Aids	389,485
Phonograph	24,114
Radio	134,255
Radio & Television	70,232
Television	310,754
Products	46,793
ZIM ISRAEL NAVIGATION CO.	97,315
ZIPPO MFG. CO.	
Lighters	57,941

PRESENT PAPERS WITH DIGNITY

SEND $1.00 FOR 10
JIFFOLD PRESENTATION COVERS
(regular $2.10 value)
HOLDS 20 8½" x 11" SHEETS

SOFT • WHITE • DISTINCTIVE

UNIQUE STITCHING
WILL NOT SNAG OR SCRATCH

CLINT LEAP, INC.
737 Locust Corner Road
Cincinnati 45, Ohio

...in FLINT'S only daily newspaper

374,313 people live in Flint's Metropolitan Area. Of this total, 126,600 men and women (more than **one-third** of the population) are employed. **Flint people** make a lot of money to buy the things they want and need. The Flint Journal delivers sales messages to 92.1% of the homes in the area.

Flint is the second largest automotive center in the world. It is the home and largest production center of General Motors, and is the home of **Buick and AC Spark Plug Division. GM operations** include four Chevrolet plants, **Fisher** Body and Ternstedt. In fact there are 106 industrial plants furnishing automobiles, parts and accessories, paint, tools, gauges, dies, fixtures, **travel coaches**, corrugated **papers**, storage tanks, cotton products and a **host** of other things. There has been tremendous expansion in industry, **retailing**, building, civic and cultural developments.

Because **our readers** have confidence in The Flint Journal and what it contains, advertisers are assured the **best** possible advantage for their advertising dollars.

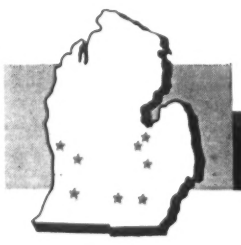
Population up 36% over 1950
Flint's Metropolitan Area population is **now 374,313**

Flint's GM Payroll up 18%
The GM payroll in **Flint** for 1960 amounted to $453,841,000

Buying Power up 17% in one year
Effective Buying Income is $842,992,000. Total Spendable Income for Retail Trading Zone is **$1,078,850,000.**

Flint Journal Circulation ... 95,115
New monthly average, 97,584

Sources: 1960 U. S. Census; 1960 SM Survey of Buying Power; ABC Report, Sept. 30, 1960



FLINT'S ONLY DAILY NEWSPAPER

THE FLINT JOURNAL

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

LEADERSHIP IN ACTION: 1st Quarter 1961 vs. 1st Quarter 1960

Look gained more advertising revenue than Life and the Post combined

Look was the only one of the three to show a gain in advertising pages

Look circulation reached 6,550,000— up 400,000 for a new all-time high*

*Comparative figures not yet available

The first quarter of 1961 was the biggest first quarter in LOOK history—biggest in circulation, biggest in advertising revenue, biggest in advertising pages.

LOOK's gains over first quarter 1960 are outstanding in the major weekly field. The same was true in the second half of 1960, when LOOK was the *only* magazine in the field to register increases in ad revenue *and* pages... when LOOK gained virtually as much circulation as Life and the Post *combined.*

LOOK's record is one of continuous, year-after-year growth. Over the past five years, LOOK has gained more circulation and ad revenue than any other major magazine, and has been the only magazine in its field with an increase in ad pages.

People like LOOK. They respond to its warmth and liveliness, its dedication to the personal approach. For out of the endless parade of unrelated news, of faceless crowds and impersonal abstractions, LOOK readers meet the people who give it all meaning... people whose experiences evoke understanding and response.

This human quality is the solid editorial underpinning of the greatest growth record among all major magazines—the record of LOOK, the magazine of leadership.

LOOK

25TH YEAR OF PUBLICATION

THE EXCITING STORY OF PEOPLE

Medical Assn. Launches New Drive Attacking 'Socialized Medicine'

'Help Those Who Need Help' Offered as Antidote to Proposed New Law

CHICAGO, April 18—The 180,000 physician members of the American Medical Assn. are putting their views on medical aid for the aged on record in a widespread newspaper and fm radio campaign.

In it the association backs the present Kerr-Mills law as "a common-sense approach to solving a problem that concerns us all." And it voices its opposition to the "currently proposed legislation which would establish a compulsory health care program for everyone covered by Social Security (regardless of need).

"The Socialist Party itself calls this Socialized Medicine," says the AMA.

The AMA's newspaper phase of the program, as planned at present, will consist of one seven-column advertisement in each of 28 newspapers in 26 markets in the nation. One was run April 9 in the *Chicago Tribune*.

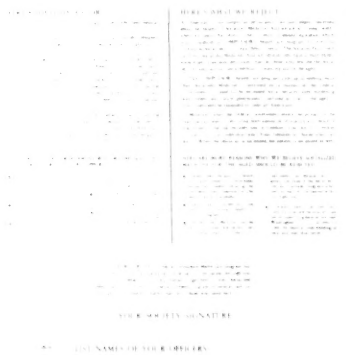
■ Termed a political action advertisement by the AMA's advertising agency, Klau-Van Pietersom-Dunlap, Milwaukee, the ad carried the AMA message and also called attention to a bill on medical care up for hearing before the public welfare committee of the Illinois legislature.

The other 27 advertisements will be run April 19.

The Illinois ad was adapted for that state and carried the subhead: "Here's where the 10,200 physician members of the Illinois State Medical Society stand on the question of medical aid for the aged."

Speaking for 180,000 physician-members... the AMA believes you deserve to know exactly where we doctors stand on the question of:

MEDICAL AID FOR THE AGED



OPENING GUN—*This is the AMA's opening ad, an adapted version of which ran in the Chicago Tribune, and which is scheduled to appear in 28 other dailies April 19.*

The copy being used elsewhere carried the caption: "Speaking for 180,000 physician members . . . the AMA believes you deserve to know exactly where we doctors stand on the question of medical aid for the aged."

The fm radio drive will consist of 104 one-minute announcements to be carried on each of 40 fm stations in various parts of the nation. It will extend over a five-week period, starting April 24.

■ The AMA also ran a spread in the April issue of its magazine, *Today's Health*, which has a circulation of more than 800,000 copies and reaches the general public.

The AMA program, worked out by KVPD in consultation with Leo E. Brown, director of communications for the AMA, provides for the distribution of communication kits to all local medical societies.

Those kits contain proofs of the AMA ads. They are offered in a number of sizes and with some variations in the presentation of views on medical aid through Social Security. Also available are mats of smaller messages which can be used as drop-ins (in drug or pharmacy ads, for example) or as individual advertisements.

In addition, the kits contain two envelope stuffers, scripts for one-minute spots and disks which can be used for radio use.

The association hopes that local medical societies will use the material and already has received a tremendous call for the envelope stuffers. More than 3,500,000 of these have already been ordered.

■ Thomas Scannell Jr., KVPD and account group manager, said the agency had been invited in by the AMA to talk about building an image for the association. After one ad had been developed on that subject and used in *Today's Health*, the AMA decided it needed to act on immediate problems.

One of those, he said, was the need to stand up and state its case on medical aid for the aged.

Elaborating on that, Joseph Stodola, agency vp and creative director, declared that the "Social Security approach seems to take all the problems of the aged and hang them on the doctors, rather than society facing up to the problems. Need for medicine is one part, but other factors include giving the aged outlets in the way of activities." The AMA idea is to "help those who need help," he pointed out.

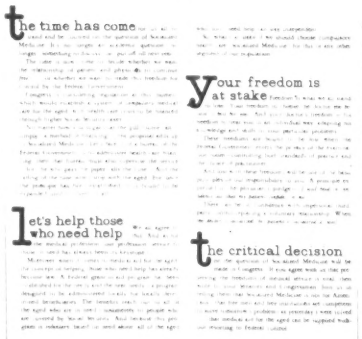
■ Use of fm radio was decided upon because the campaign is aimed basically at the opinion leader—the individual with a college degree, with a better education than the average person, according to Ed Ritz, vp in charge of media.

Fm, the agency believes, has listeners who fit that profile quite well. In addition, it is quite common for doctors to have fm in their offices, with speakers in their waiting rooms, Mr. Ritz noted.

Markets being used in the newspaper campaign of the AMA are: New York, Los Angeles, Chicago, Philadelphia, Detroit, Boston, San Francisco, Pittsburgh, St. Louis, Washington, Cleveland, Baltimore, Newark, Minneapolis-St. Paul, Buffalo, Houston, Milwaukee, Seattle, Cincinnati, Dallas, Kansas City, San Diego, Atlanta, Miami, New Orleans and Little Rock.

AN OPEN LETTER FROM THE DOCTORS OF (YOUR STATE OR COUNTY)

socialized medicine and you



WRITE YOUR CONGRESSMAN—*This ad, prepared for placement by local medical groups, points out the peril of the federal government "entering the privacy of the examination room."*

Fm radio markets to be used are Beverly Hills (Los Angeles), San Diego, San Francisco, Denver, Hartford, Washington, Miami, Atlanta, Chicago, Indianapolis, Baltimore, Boston, Worcester, Detroit, Minneapolis, Kansas City, St. Louis, and Albany-Troy-Schenectady, Binghamton, Buffalo, Ithaca-Elmira, Jamestown, Olean, Poughkeepsie, Rochester, Syracuse, Utica-Rome, Cincinnati, Cleveland, Portland (Ore.), Allenton-Bethlehem-Easton, Philadelphia, Pittsburgh, Providence, Dallas, Houston, Memphis, Seattle and Milwaukee. #

Paul, Phelan Names McCaskill

Paul, Phelan & Perry, Toronto, has named Kenneth E. McCaskill western Canada manager and vp, in charge of the agency's new office at 611 Paris Bldg., Winnipeg, Man.

STATUS—*Burton Browne, head of the Gaslight Club, Chicago, who also operates his own agency, Burton Browne Advertising, shows the new status symbol—the Executive Yo-Yo—to two Gaslight waitresses.*

Now Harried Exec Can Stop Cutting Paper Dolls—Spin His Executive Yo-Yo Instead

CHICAGO, April 18—The key to the executive washroom is being challenged as *the* status symbol. Now, says Donald F. Duncan Inc., you haven't really arrived until you startle your groupthink session by whipping out your own solid walnut, sterling-silver-monogrammed Executive Yo-Yo.

Duncan, which has been manufacturing yo-yos for 30 years, brought out its executive model late last year as a kind of lark. But the response has been such that the company is now seeking more distributors to handle the $7.95 item.

Idea for the Executive Yo-Yo was brought up by Goldene Shaw, a public relations consultant, who has subsequently established a mail order house (Horber's) to handle sales exclusively, and an agency (Wolfgang-Lewis) to place ads for the yo-yo, in conjunction with Joseph W. Horber, an attorney. Both are located at 1459 E. 53rd St.

■ Advertising has been limited to small-space ads in December issues of *Diner's Club Magazine* and *Esquire*, plus small ads in May and June issues of *Esquire*. More ads will be used for a pre-Christmas campaign next fall, Mrs. Shaw said.

Meanwhile, the Executive Yo-Yo has been getting publicity through such tv personalities as Jack Paar and Dave Garroway, who have used them on their shows. The yo-yo has also been placed in a "model" conference room maintained by the University of San Francisco. #

Berea Absorbs 'Seaway Journal'

Great Lakes & Inland Waterways, published by Berea Publishing Co., Berea, O., has taken over the circulation, advertising and editorial features of *Great Lakes Seaway Journal*, Chicago. J. W. Ladewig has been named advertising manager in Chicago.

HOUSTON CIRCULATION Fact No. 2

The Houston Post gives its advertisers 16,126 more daily circulation than Houston's second newspaper . . . and AT NO EXTRA COST

POST	216,538
Chronicle	200,412
Press	102,554

ABC White Audits for 12 months ending 9/30/60

(Post daily circulation 6-day Chronicle Press 5-day, Mon.-Fri.)

THE HOUSTON POST

Houston's largest newspaper, daily and Sunday

Represented nationally by Moloney, Regan & Schmitt

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

TELEVISION HAS TO BE LOCAL IN WESTERN OREGON . . . THERE ARE MOUNTAINS!

Over 110,000 families depend on OTT* for a clear picture. Buyers get local coverage and attention from all three stations . . . and, remember, Eugene is Oregon's 2nd market . . . the only metro area between Portland and San Francisco.

ONE ORDER, ONE BILLING TO YOUR HOLLINGBERY MAN OR ART MOORE & ASSOC.
(PORTLAND – SEATTLE)

Oregon Triangle Television
KPIC-TV Ch. 4 ROSEBURG Affiliate
KVAL-TV Ch. 13 EUGENE
KCBY-TV Ch. 11 COOS BAY Affiliate

Craft Center

THIS IS WORCESTER.....

An All America City...the 2nd largest market in Massachusetts

Worcester's Craft Center, a non-profit educational institution, dedicated to man as a creative being, is today the only one of its kind in the United States. Part of its fame rests on the building, designed specifically as a craft center, and part on the breadth and quality of its instruction.

Hundreds of young and old, from near and far, attend day and night courses to learn woodworking, pottery, design, furniture refinishing, ceramics, enameling, silver-smithing, metal-working and weaving. Every staff instructor, employed full time, year round, is listed in "Who's Who in American Art."

A gift shop is filled with the hand work of scores of nationally known craftsmen, and a gallery of ingenious design holds one outstanding craft exhibit after another. The need for the individual to express himself, to create and appreciate the personally made item, is fully satisfied at the Craft Center.

This kind of creative leadership is continuously reflected in Metropolitan Worcester County's position as the 2nd largest market in Massachusetts, and one of the nation's "Top 50" markets — 43rd in spendable income, 48th in population, an important BILLION DOLLAR COUNTY.*

WORCESTER
An All America City.
Award by the National Municipal League and Look Magazine.

**Source: Sales Management.*

Worcester stands for big business, yours included

CIRCULATION: DAILY 155,015 — SUNDAY 103,332

The Moloney, Regan & Schmitt representative knows Worcester.

WORCESTER TELEGRAM | **The Evening Gazette** | **SUNDAY TELEGRAM**

Owners of Radio Stations WTAG and WTAG-FM

W O R C E S T E R M A S S A C H U S E T T S

Shell's 'Bulletin' Ads Find More Favor With Eastern Dealers; West Is Bearish

NEW YORK, April 19—Shell Oil Co.'s massive newspaper ad campaign, now in its fourth month, is drawing both praise and criticism from Shell service station dealers.

Following up its mid-January survey of dealers (AA, Jan. 16), ADVERTISING AGE this week re-surveyed dealers in five major cities, and found some noticeable shifts of opinion:

- In New York, more dealers spoke favorably of the campaign than in the initial survey.
- Washington dealers, indifferent last January, now express somewhat more enthusiasm for the newspaper drive.
- Most Chicago dealers are sharply critical of the campaign, whereas last winter they were willing to go along with the decision to concentrate in one medium.
- In Detroit and Los Angeles, gas price-wars clouded the sales picture to the point where dealers were unable to assess the value of the advertising.

■ Shell and its agency, Ogilvy, Benson & Mather, kicked off the campaign last Dec. 27 (AA, Jan. 2), with the avowed intention of spending the entire $13,000,000 ad budget in newspapers. The ads, long on copy, concentrate on explaining the ingredients of Shell products.

City by city, here is what the dealers told AA:

New York

Two Shell service stations in Queens showed more awareness of the oil company's advertising campaign than they did when checked several months ago in AA's first survey.

The operator of a large station in Flushing reported, "A lot more of my customers mention those ads."

At another station, in Bayside, AA was told business was off because of poor weather, but the operator added that many of those who have come in talk about Shell's newspaper ads.

"At first," he said, "I didn't take much notice of those long ads. I started to read them after a couple of guys drove in here and said 'gimme some of that gas they're talking about in the papers.'"

■ A foreman at a station in New York's Spanish-speaking and Negro section called the advertising good. This station had a huge sign carrying a headline from the ads on display on the side of the building.

Another Shell dealer admitted he hadn't seen the ads because he didn't read newspapers. He volunteered that newspapers were full of advertising, which he didn't have faith in. Advertising, he said, is either "propaganda, misleading or half truths."

His customers, however, reported that the Shell ads were "huge" and "different." The ads haven't affected his business, he said, because the station enjoys "a steady trade."

The manager of a Shell station in Irvington, N.J., was emphatic about results of the ad campaign. "It's very good. The advertising carries far more comment than anything they have ever done so far." He said sales are up.

"People have actually come in and said, 'I've read about Shell; which is the new gas.' People are reading those bulletins."

■ The owner of a Shell service station in Bellville, N.J., was equally emphatic about the campaign. "I think it's all right," he said. "As a whole, it's good advertising. A lot of people read it and remark on it. They come in and ask about the gas, and we have to explain many things mentioned in the advertisements."

In Brooklyn, Shell dealers grumbled that a tough winter had cut short the ad campaign's potential. Most dealers reported they were holding their own on regular and premium sales. One, however, said that his premium-regular sales ratio, usually about 50-50, had changed to three gallons of premium pumped for each gallon of regular. He attributed the change strictly to Shell's massive newspaper push.

■ "Gimme that stuff with the nine things in it," was the way many of his customers, new and old, asked for the premium product, he said. "They're starting to realize they're not just buying gas. They see it often enough, so they try it. Maybe they don't understand the ads—you'd have to be a chemical engineer—but they try it. They're impressed."

He said, "After seeing some crumby ads around the industry for 16 years, this is the most dignified; it appeals to the type of people you want to build your business on—the ones that want something better. With them, money's not the question."

■ Another Brooklyn dealer said his Shell sales "are up about 2% or 3% since Jan. 1, and that's the only way I can understand the ads—in my sales. From what I gather, it's a real good campaign. People keep coming in, wanting to try the stuff."

"The campaign is okay," said another. "It tells about atoms and radium and testing and all that. Some customers did say their cars run better on Shell premium; no ping and so forth."

"What is Shell trying to do?" pondered a Flatbush operator. "They want to draw attention to all the money they're spending on research. But they should stop after the first few paragraphs. It's too long. Maybe it should be in bolder type, maybe eliminate some words."

The manager of the Shell station on the Boston Post Road in Mamaroneck—which opened about two months ago—said he thought Shell advertising was "very good. They've covered just about everything there is and put it up in a very nice way.

"Customers say they're in here to buy Shell and try it because they read about it in such and such a paper."

A Shell station manager in Greenwich Village rated the campaign as "very fine—the most progressive setup Shell has had since the 'hose' campaign about nine years ago." The "hose" campaign, he explained, was a series which claimed that several men had to hold the pump hose down because the contents were so lively.

■ Three Queens dealers thought the newspaper campaign was a good one, although one felt it would be better if the money were spread to other media. Another felt that it was still too early to judge the drive's effectiveness because "the effects of the recession are still being felt by all stations."

Although these station owners had their businesses within a few blocks of one another, they were miles apart in their estimates of 1961 business thus far. Answers ranged from "picked up very nicely" through a "slight increase" to "no improvement."

Only one dealer had noticed any customer reaction to the ads. He said a few people remembered the names of the Shell ingredients and "got a kick out of repeating them. And one woman customer, who used to buy only oil from me, now gets her gas here, too."

Washington

Three Washington area Shell dealers were unanimous in reporting consumer reaction to the campaign.

One dealer said the campaign has boosted his sales of oil and Super Shell (premium) gas. "We've had an awful lot of response" to the campaign, he said. "It definitely has helped business. He also reported that customers seem 'very favorably impressed' with Shell's newspaper ads."

A Shell operator in Silver Springs, Md., said customers have mentioned the ads ("their comment was good") but that sales have not increased above the normal. "I can't say much about the campaign," he commented. "I can't say whether it has done anything or not."

"The advertising is very good," a third dealer reported. "We've had a lot of good comment on it." However, he said sales have not increased. "In fact, business should be better now because it's warmer, and it isn't even as good as it should be without the advertising."

Detroit

A gasoline price war in Detroit has driven prices to the lowest point in two and one-half years. Shell dealers report customers are now shopping almost exclusively for price.

Cash B. Hawley, president of the Retail Gasoline Dealers Assn. of Michigan, said the present price-cutting by the oil companies was started by Shell.

One Shell dealer commented: "To be frank, the ads aren't worth the effort, since most people shop price anyway."

A suburban dealer said the Shell newspaper ads are "a good means of advertising, since more people read the papers than anything else." But there have been few comments on the "Bulletin" program from customers.

Another dealer, after terming the ads worthless, said he doesn't care, because gasoline sales are secondary to him. Oil, lubrications, tires, batteries and accessories make up the major portion of his business, the operator said.

Chicago

Only one of a half-dozen Shell dealers feel the advertising has helped sales in Chicago, where price skirmishing in some areas of the city has upset sales trends.

The one dealer who said the campaign is "doing good," and has helped sales, also commented that in his opinion the newspaper ads should be condensed for easier and faster reading.

Another dealer, reporting no sales increases, said the Shell campaign is "a waste of money. The ads aren't colorful," he said. "I'd like banners and signs and things that attract attention. Some of my customers mention the ads, but they don't understand them—they don't get the angle."

■ A northwest side Shell station operator said customers kiddingly ask him, "Where can I buy some bulletins?" This operator said, however, that while sales are not rising, he thinks the campaign will have a "good long-range effect for Shell."

"No, definitely not," another dealer responded to the question

(Continued on Page 88)

Ad "A" Ad "B"

SHELL STARCH SCORE—*Here is how Daniel Starch & Staff has scored two of the ads Shell ran in its all-newspaper campaign via Ogilvy, Benson & Mather.*

	Ad "A"		Ad "B"	
	Men	Women	Men	Women
Noted	63%	22%	48%	31%
Seen-Associated	57	15	42	23
Read Most	17	3	16	7

Ad "A" was Starched Feb. 2 by the Boston Traveler; Ad "B" was Starched March 8 by Million Market Newspapers in the Boston Globe; Milwaukee Journal; St. Louis Post-Dispatch; and Washington Star. The fifth Million Market paper, the Philadelphia Bulletin, was not included in Million Market's composite score.

THE FRENCH APPROACH—*Shell Oil in France is using full-page newspaper ads (a rarity in French advertising). "C'est Shell que j'aime," is a play on "C'est elle que j'aime" ("She's the one I love"). Publicis is the agency.*

Having "SIGN-US" Trouble?
Does your mail order copy lack the hard sell AND ACTION to clinch the sale? Let us add the Bott touch. Individual assignments or complete programs
"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

The "man" from Cunningham & Walsh

Copywriter Mickey Rogers is one of many C&W people who work in-store each year. Why? Because getting with customers at retail teaches us better ways to get to them through advertising. Call it retail-mindedness—one reason we believe the "Man from Cunningham & Walsh" program benefits our clients. Cunningham & Walsh Inc. MU. 3-4900. Offices in: New York, Chicago, Houston, Los Angeles, San Francisco.

PROOFREADING
COPY + PROOFS + PAGES PILING UP?
WHY NOT LET READ/IT READ IT?
READ/IT, INC
53 W. Jackson Blvd • Chicago 4, Ill

WHERE TIRES ROLL UP BIG SALES

Southern farmers practically work and live on wheels! They buy more than 54% of the nation's farm truck tires . . . over 38% of farm-owned automobile tires . . . over 40% of the tractor tires. In 1955, it all added up to 5,463,000 tires sold to the farm South—and the total keeps increasing every year!

With all the automobiles, trucks, tractors and other equipment that use these tires, is it any wonder that the South buys more gasoline than any other U.S. region—consuming a total of 19½ BILLION gallons in 1959! Indeed, you'll find that the huge purchasing volume of the rural South has a significant effect on the regional sales of just about every product made for farm production or family living. To sell Southern farm families on-the-go, use the magazine that stops them for cover-to-cover reading and repeated reference. The Progressive Farmer is the *basic* advertising medium in the rural South. In 96 surveys of dealers, distributors, bankers and county agricultural agents by firms selling to the rural South, The Progressive Farmer topped all other farm magazines for "*greatest advertising influence in your territory.*" Isn't *that* the medium you want for your advertising in the South?

More than 5,770,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Shell 'Bulletin' Ads Find Favor with Eastern Dealers

(Continued from Page 86)

of whether he thought the Shell ads have helped sales. "It's the slowest it's ever been. I've only had two comments by customers on the ads since the whole thing started. They're too damn long. Television would be the right spot for Shell advertising."

A Shell station owner, who admitted that price competition has hurt his sales, lit into the Shell ads with both fists. "I think it stinks," he said. "Do they expect people to sit down and read all that [stuff]? I put one of those ads up on my station window, and do you know how many people stop to read it? About one out of 100. Who's got time to sit down and read all that? I'm a Shell dealer and even I haven't read the whole ad." He added that customers have not mentioned the ads to him.

Los Angeles

In Los Angeles, where chain and independent service station operators have been harried by a continuing price war, Shell dealers were lukewarm about the oil marketer's newspaper campaign. Of a half-dozen dealers checked, only one dealer seemed enthusiastic about the campaign. He said that his initial reaction to the drive was one of trepidation.

"I thought we had been pushed out of the pan and into the fire, but lately we've been getting lots of comment from customers and our gallonage seems to be picking up," he said.

Among other L.A. dealers—all in high-traffic locations—reaction to the campaign was less favorable. Most cite the price war as having a serious effect on normal sales, and none attribute any increases to the newspaper campaign.

One dealer: "If we have had any increases in the last 60 days it's because we've been selling our stuff at a nickel below the regular price, not because of any newspaper ads."

Another said: "Personally, I don't think anybody reads the ads. The only comments I got on the advertising were from people who were already customers of mine, and most of them wonder what it's all about. So do I."

Another operator: "I don't think people around here care about cat-cracked gas. All they want to know is, how much?" #

Stanley Hires Editors of 'Automotive Service Digest'

Stanley Publishing Co., Chicago, has hired the entire editorial staff of *Automotive Service Digest*, whose name and subscription list have been acquired by *Gasoline Retailer*, New York (AA, April 10). The editors of the *Digest* already have been integrated by Stanley with the editorial staff of its *Jobber Product News*, newspaper of automotive wholesaling.

Ben M. Ikert, for the past seven years editor in chief of *Automotive Service Digest*, is now shop and technical editor of *Jobber Product News*. Gerald William Dawson, editorial production manager of the *Digest* and Mr. Ikert's editorial associate for the past six years, has become an associate editor of *Jobber Product News*.

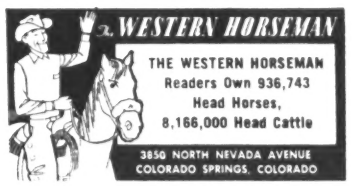
Former Adman Writes About Compensation

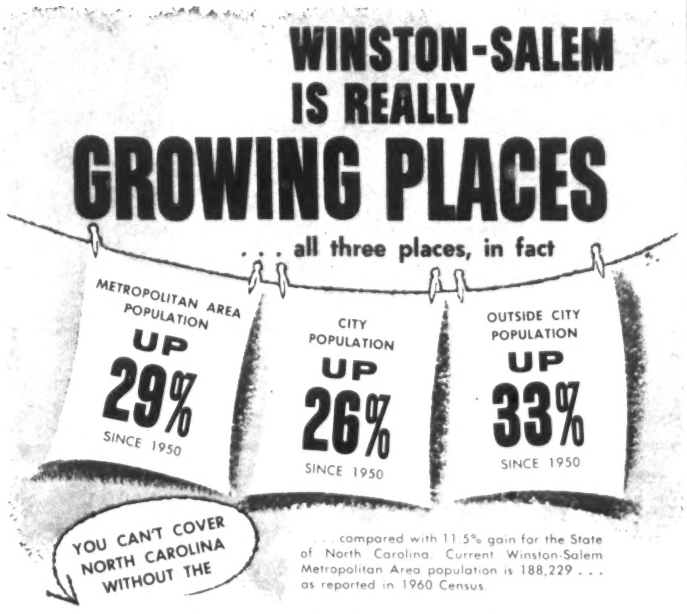
Arch Patton, former vp in charge of merchandising and advertising for Wilbur-Suchard Chocolate Co. and now a director of McKinsey & Co., management consultant, has written a book called "Men, Money & Motivation—Executive Compensation as an Instrument of Leadership."

In his book, published by McGraw-Hill at $7.50, Mr. Patton said the top-paid industries include the chemical, department store, automotive, steel, textile and appliance fields. Relatively low-paid fields, he said, include banks, life insurance, air transport, meat, railroads and public utilities.

WTOP Appoints Two

Charles Crawford, a member of the executive staff of WTOP, Washington, has been named to the new post of director of research and sales development. Mrs. Margaret Nelson has joined the radio station as director of advertising, promotion and publicity. Mrs. Nelson has worked with Gardner Advertising Co., KMOX, St. Louis.





OTTO STORCH, *art director of McCall's, was named "Art Director of the Year" by the National Society of Art Directors at its annual meeting in Chicago April 17. He was selected in a poll of some 4,000 U. S. and Canadian art directors.*

GE to Return to Tint TV Set Field

Move Follows Zenith's; May Spark Other Entries in RCA-Dominated Arena

SCHENECTADY, N.Y., April 18—General Electric Co. yesterday said it will re-enter the color tv receiver field next fall. The announcement follows by two months the decision by Zenith Radio Corp. to market a color tv line late this year (AA, Feb. 27).

Some trade sources speculated that the GE move, on top of Zenith's, may lead several other manufacturers to bring out tint tv sets also. This would be done to provide dealers with color sets for competitive reasons, rather than to cash in on a suddenly growing market for color (sales estimate for 1961: 200,000 sets).

Radio Corp. of America currently accounts for about 95% of color tv sales. Admiral Corp., Magnavox Corp. and several other companies also offer color receivers.

Westinghouse and Sylvania are mentioned as two companies which may join the color parade soon. Both of these set makers, along with GE, pulled out of the color tv business about four years ago because of a lack of sales.

■ "GE's decision to re-enter the field at this time," said S. Martin Fassler, marketing manager of the television receiver market, "is based on the belief that color tv is now entering the initial phase of mass market acceptance which, eventually, will put it in a major position in the tv market.

Actually, only RCA-owned National Broadcasting Co. is showing much enthusiasm for color broadcasting among the networks. Columbia Broadcasting System plans little colorcasting next season, and American Broadcasting Co. has no tint programs on schedule (AA, March 6).

■ Although a full-scale advertising program is expected to accompany GE's entry into color tv next fall, the company said ad plans have not been worked out as yet.

GE admen will sit down with the company's tv receiver agency, Young & Rubicam, in a few weeks to begin planning for the campaign.

Two features expected to be played up are a "color balance stabilizer" and "D-O-T" service. The stabilizer is designed to overcome the problem of color hue changing as picture brightness changes. D-O-T (diagnosis over telephone) service, according to GE, "will permit every tv service man in the country, directly affiliated with GE or operating as an independent, to call on local factory-trained color service experts for immediate service consultation." #

Information for Advertisers

World Color has published a booklet describing automated triple masking methods developed for making four-color process separations, at prices which permit abundant use of color. Screened positives and negatives, plates, inks, progressive press proofs and press-room procedures are among topics covered. Additional information may be obtained from World Color, Box 697, Ormond Beach, Fla.

• A new market data file covering the state of Oklahoma is available from **KWTV**, Oklahoma City.

• **Industrial Market Researchers** has published 16-page booklet designed to show the benefits that can be realized in various industries through good market research. Additional information may be obtained from Industrial Market Researchers, 925 Book Bldg., Detroit 26.

• "National Newspaper Cumulative County Markets," a 64-page study which lists, by circulation size, 609 U.S. dailies with circulations of 12,500 or more has been published by the **Daily News**, Bangor, Me. The study also presents a detailed circulation breakdown for 534 dailies in leading newspaper markets, having a 20% or better coverage per county. Copies may be obtained from the *Daily News*, Bangor.

• "The Ryukyuan Market, "a 42-page market study of the Ryukyu Islands, has been published by **J. Walter Thompson Co.**, 420 Lexington Ave., New York 17, as part of its continuing "World Markets Series."

• "Our Business—More Sales for Your Business," a comprehensive portfolio outlining a company's approach and operation in the marketing field, is being offered by **R. F. Nylen & Associates**, 5017 N. Francisco Ave., Chicago 25.

• The **Ford Foundation** has published a 68-page pictorial report on the growth of educational tv. It gives examples from communities in all parts of the country of its two main uses—televised teaching of school and college subjects for credit and the telecasting of educational and cultural programs for general audiences. Copies are available from the Ford Foundation, Office of Reports, 477 Madison Ave., New York 22.

• "The Value of Metal Signs," a booklet explaining how an addition of a low cost metal sign program to an advertising program can increase public awareness of the entire program up to 50% is available from **Stout Sign Co.**, 6425 W. Florissant Ave., St. Louis 20. #

Texaco, GE Are Peabody Awards Double Winners

NEW YORK, April 18—Texaco and General Electric walked off with top sponsor honors at the 21st annual presentation of the George Foster Peabody radio-tv awards here today.

Both companies sponsored two shows which won prizes, presented before the Radio & Television Executives Society. Other award-winning sponsors were Timex and Philip Morris. Bennett Cerf, Peabody board chairman, in announcing the winners, denied printed reports that the longtime host—the society—would hereafter divorce itself from the proceedings.

CBS led the networks, picking up five honors, in addition to a special award presented to its president, Dr. Frank Stanton, for "his initiative in suggesting the [1960 Presidential campaign] debates and his courageous leadership in bringing about the joint resolution of Congress which made the debates possible." NBC carried off four prizes, ABC one.

The winners, announced by Dean John E. Drewry, of the University of Georgia's Henry W. Grady school of journalism, were:

TV

News—"Texaco Huntley—Brinkley Report" (Texaco; NBC).
Entertainment—"The Fabulous '50s" (General Electric; CBS).
Education—"White Paper" series (Timex, half-sponsor; NBC).
Youth programs—"GE College Bowl" (General Electric; CBS).
Children's programs—"Shari Lewis Show" (several sponsors, NBC).
Contribution to international understanding—CBS 1960 Olympic Coverage (several sponsors).
Public service—"CBS Reports" (Philip Morris, partial sponsorship, CBS).

Radio

Entertainment—WQXR, New York, for "musical spectaculars" and over-all programming of music.
Children's programs—Irene Wicker, for her weekly program, "The Singing Lady" (WNYC, New York).
Public service—Texaco-Metropolitan Opera radio network, for its broadcasts on 115 stations.

Radio-TV

Education—Broadcasting and film commission of the National Council of Churches of Christ in the U.S.A., for "Look Up & Live" (CBS-TV); "Frontiers of Faith" (NBC-TV); "Pilgrimage" (ABC Radio); and "Talk Back" (non-network on 135 tv stations).

Local Radio-TV

Programs—WOOD and WOOD-TV, Grand Rapids, Mich.; KPFK, Los Angeles (non-commercial station); WCKT (tv), Miami; WCCO-TV, Minneapolis. #

Thwaites Elected Club Head

Ernie Thwaites, KRUN, Las Vegas, has been elected president of the New Mexico Broadcasters. At the same time, Odis Echols Jr., KGLV, Clovis, has been elected vp and Bob Williams, KENN, Farmington, has been elected treasurer.

the new Commodore!

Ask about the handsomely decorated and magnificent new Windsor Ballroom and smaller suites for all your functions, large or small.

Heart-of-New York Location!

Between U.N. and Theatre Districts; minutes from the Coliseum, Madison Square Garden, shops, night spots. All transportation at door. Close to Rail and Air Terminals; right at Grand Central, near Eastside Airlines Terminal.

Easy to reach by Car!

Private Motor Entrance . . . uncongested, traffic-free.

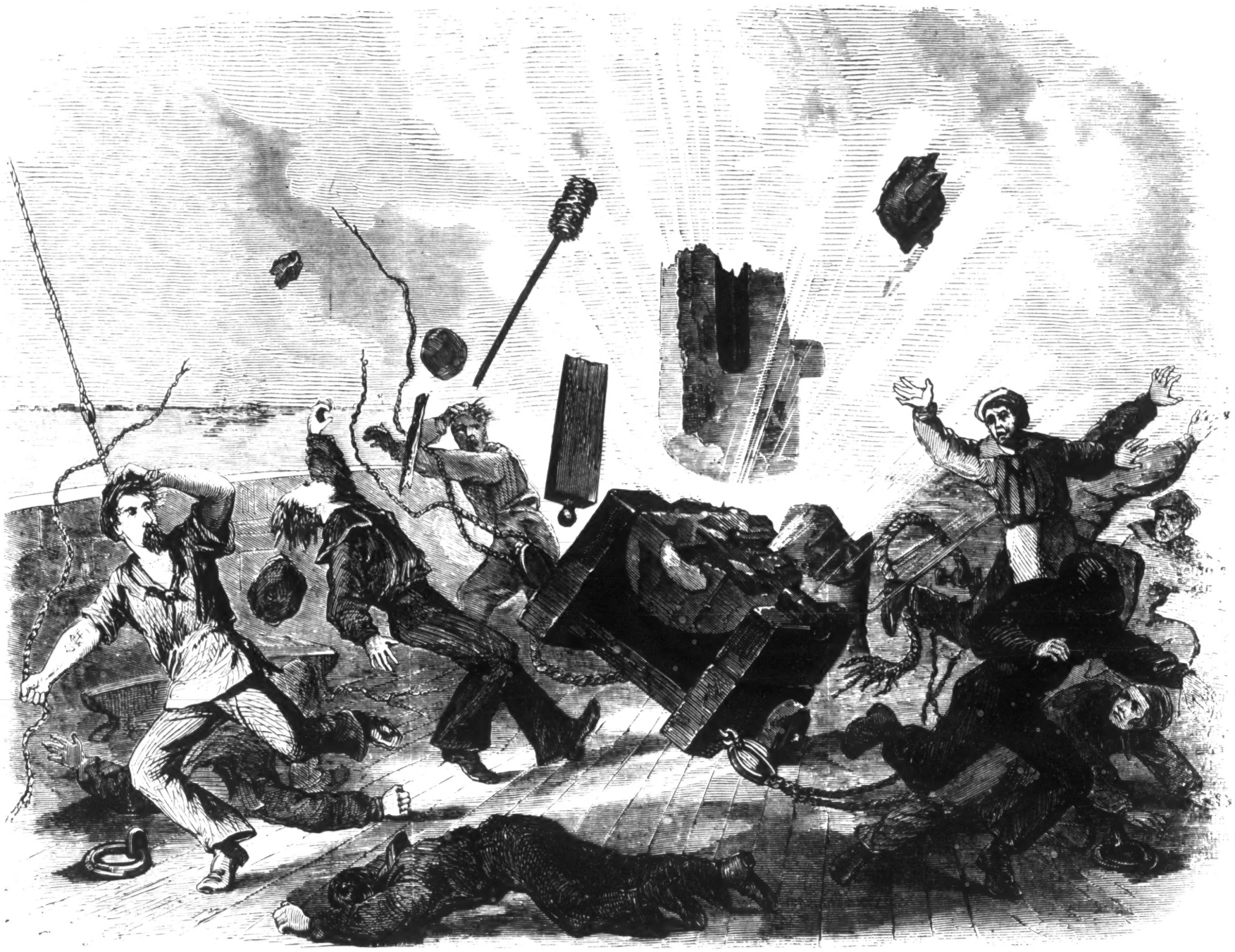
2000 Modern Rooms and Suites!

All outside with private bath

FOR RESERVATIONS, WIRE, WRITE OR CALL:

HOTEL Commodore
42nd St. at Lexington Ave.,
New York 17, N. Y. MU 6-6000

BETTMANN ARCHIVE



TALK ABOUT IMPACT!

Bruce Catton's memorable Civil War story of the ill-fated attempts Grant made to reach Vicksburg with Navy gunboats up the Yazoo River appears in the May Boys' Life. It's a yarn that packs as much punch as this eyewitness sketch of the explosion of a Naval cannon aboard one of the government vessels.

What else are boys reading these days? In the same May issue, there's a feature on hydroplaning photographed by Flip Schulke, top winner of the 1960 National Press Photographers Association News Picture of the Year Competition; Durward Allen does a biographical study of The Young Captains, Lewis and Clarke; and Arthur Daley holds forth on Casey Stengel in just about one of the most endearing and stimulating articles we've seen in a long time on the indomitable strategist.

Boys' Life today is the world's largest and finest youth magazine. And the youth market, with a buying potential of over $10 billion a year, has really come into its own. There isn't another youth publication that delivers more readers in every age from 10 through 16 than does Boys' Life.

BOYS' LIFE 2,100,000 NET PAID published for all boys by the Boy Scouts of America

'Lost' Photo Is Key to Soft Sell for Johnson & Johnson

NEW YORK, April 18—There's a story behind the ad shown here, which will appear in May issues of *McCall's* and *Progressive Farmer*. It goes like this:

More than a year ago, a representative of a photographer showed some pictures to William Kammer, of Young & Rubicam. The photo showed a small baby seated in a huge wicker basket, woven to look like a swan, seemingly afloat on a lake.

Mr. Kammer, art director on the Johnson & Johnson account, showed the photo to copy supervisor Shirley Simkin. Pretty soon plans were afoot to develop a four-color magazine page. But it was tough coming up with the right words to go along with the picture, especially since J&J decided there could be no specific product sell.

Ultimately, the project was shelved; the photo wound up in the dead files.

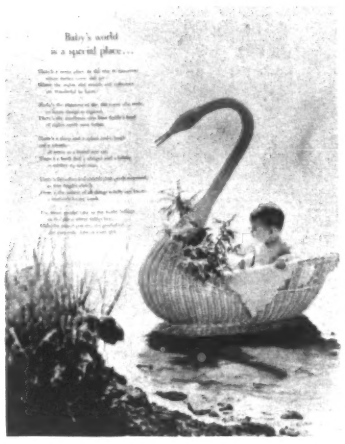
■ Then, about three months ago, Miss Simkin remembered the approach of National Baby Week. This time Miss Simkin brought copywriter Grace Lurton into the project and asked her to supply suitable words for such a picture. So Miss Lurton wrote "Baby's world is a special place."

Months of checking by Y&R resulted in the discovery that the photo had been made by Ernst Beadle and that the model was his infant daughter. The "swan" was a bassinet he had purchased in Spain ten years ago.

The copy says, "There's a sun-lit place on the way to tomorrow where babies come and go—where the sights and sounds and softnesses are wonderful to know:

"There's the blueness of sky, the curve of a smile, so many things to explore. There's the wondrous view from daddy's head of sights never seen before.

"There's a chirp and a splash and a laugh and a whistle—all sweet to a brand new ear. There's



a hush and a whisper and a lullaby as mother tip-toes near.

"There's the softness of summer, rose petals surprised, as tiny fingers clutch. There's the softest of all things a baby can know: A mother's loving touch.

"The most special care in the world belongs in the place where babies live . . . Only the purest powder, the gentlest oil . . . the care only Johnson's can give." #

Mithoff Rosenwald

Rubel Taylor Crook

SAAA CONVENTION—*Outgoing president of the Southwestern Assn. of Advertising Agencies, Monte Rosenwald, Monte Rosenwald & Associates, Amarillo, presents congratulations and gavel to Richard Mithoff, Mithoff Advertising, El Paso, the new president of the association. Also present at the convention in Dallas were Ira Rubel, agency consultant, Chicago, who addressed the group; J. B. Taylor, Taylor-Norsworthy, Dallas; and Wilson W. Crook Sr., Crook Advertising Agency, Dallas.*

HOUSTON CIRCULATION Fact No. 3

The Houston Post gives its advertisers 7,434 more Sunday circulation than Houston's second newspaper . . . and AT NO EXTRA COST

POST 233,978

Chronicle 226,544

ABC White Audits for 12 months ending 9/30/60

THE HOUSTON POST

Houston's largest newspaper, daily and Sunday

Represented nationally by Moloney, Regan & Schmitt

Wyler Becomes Borden Division

Wyler & Co., Chicago, manufacturer of dehydrated food products, has become a division of Borden Co. The company will continue intact, with no change in name, management or operation, under the supervision of Borden Foods Co. The Wyler agency will continue to be R. Jack Scott Inc., Chicago. Wyler manufactures dry soup mixes, instant bouillon and bouillon cubes, vegetable flakes, and lemonade and orange drink mixes.

'Montreal Star' Adds R.O.P.

The *Montreal Star* has announced that it will offer r.o.p. color to advertisers effective May 1. Premiums on r.o.p. color will range, on a 1,000-2,000 line basis, from $350 for black and one color to $700 for black and three colors, according to Ted Smith, national ad manager. The *Star's* open line rate is 60¢ Monday through Friday, and 65¢ on Saturday.

Crossman Adds Three

M. R. Crossman Co., Burbank, Cal., has been named to handle three new accounts. They are Crozier Machine Tool Co. and its Crozier Marine division; Rotax Inc., West Los Angeles, manufacturer of special electric motors used in missile, computer and audio fields, and Precision Dipbraze, North Hollywood, aluminum brazing specialist.

Lewis Research Sets 13-Week N.Y. TV Push for 3 Items

NEW YORK, April 18—Lewis Research Laboratories is introducing Drain-Aid, Stain-Aid, and Septi-Kleen to consumers this week with a heavy 13-week tv push in New York.

Eighty one-minute announcements per week will be run on WNEW-TV, WNTA-TV and WOR-TV primarily in housewives' programs. The cleaning aids were given a six-month test in Scranton, Pa., with tv the only medium used.

Previously the products were available only to government, institutional and industrial plants. Drain-Aid contains enzymes and bacteria "similar to those in the human digestive tract," which are said to clear drains when activated with water. Septi-Kleen is used to unclog septic tanks.

Stain-Aid is intended to remove stains from coffee pots and plastic dishes. Approval has been secured from the Coffee Brewing Institute. American Cyanamid Co. will supply samples of the product to manufacturers of plastic dishes for inclusion in packages of dishes for consumers.

■ Small ads will break in New York newspapers in two or three weeks. As distribution is expanded to other cities in the East, and then to the Midwest and West, tv will be added in those markets, the company said.

After the first 13-week cycle in New York, other tv schedules will be added to promote more of the company's products heretofore not available to consumers.

Frank B. Sawdon Inc., the agency, plans to introduce 12 other Lewis products, starting with one in late spring and two in the fall. #

Cassels Outdoor Opens

J. Douglas Cassels has formed Cassels Outdoor Advertising, Wausau, Wis., and has acquired Wisconsin Outdoor Displays. The new company will maintain poster and bulletin service in Wausau, Merrill and Stevens Point, Wis., and 18 additional markets in central Wisconsin.

'Defender' Boosts Nelson

The *Chicago Daily Defender* has appointed Leonidas G. Nelson assistant advertising director. Mr. Nelson was formerly an advertising representative.

CBS Films Signs Book, Film, Toy License Agreements

CBS Films, New York, tv film distributor, has licensed Dell Publishing Co. to create and publish an original paperback novel based on "Danger Man," an adventure series which recently made its debut on CBS-TV. CBS Films also has authorized the non-theatrical 16 mm. distribution of several CBS News shows to Carousel Films and the Text-Film division of McGraw-Hill Publishing Co. Carousel also will distribute a 16 mm. film of the Terrytoons cartoon, "Juggler of Our Lady."

Earle Pullan Co., Toronto, has been licensed by CBS Films to produce stuffed toy imitations of "Deputy Dawg" and "Mighty Mouse," both from Terrytoons, and Captain Kangaroo.

Graphic Arts Institute Sets April 30 Deadline

Deadline for entries to the two competitions sponsored by the American Institute of Graphic Arts is April 30. Any advertisement that appeared in any regularly published American or Canadian periodical and was completed in final proof form between April 30, 1960, and April 30, 1961, is eligible for entry in the "50 advertisements of the year" competition.

Entries will be judged for excellence and originality of design and typography. Promotion materials, other than space advertising, may be submitted to the "design and printing for commerce" competition. Specific information is available from institute headquarters, 5 E. 40th St., New York.

Hotpoint Names Cole Fischer

Hotpoint Los Angeles, Southern California and Arizona Hotpoint distributor, has appointed Cole Fischer Rogow, Beverly Hills, to handle its advertising. Compton Advertising, Los Angeles, formerly handled the account.

SIGN HOLDERS for TRUCKS
TRANSIT BUS STYLE FRAMES
for changeable copy ADVERTISING CARDS → FREE PHOTO ALBUM
THE YARDER MANUFACTURING CO.
724 Phillips Ave. GReenwood 4 5471 Toledo 12, Ohio

5 Good Reasons
. . . why Fort Wayne, Indiana belongs on your "A" schedule

1 603,100 PEOPLE who have $1,279,506,000 to spend each year. SRDS 2/15/61

2 $763,311,000 RETAIL SALES Are you getting your share?

3 GUARANTEED COVERAGE--by The News-Sentinel and The Journal-Gazette in 15 counties, including 127 prosperous cities and towns.

4 ROP COLOR--Any 1, 2 or 3-color combination and Hi-Fi color inserts available Monday-Saturday.

5 MERCHANDISING AID--Route List, Monthly Grocery, Drug and Liquor Merchandiser, tie-in solicitation, regular and special mailings to trade.

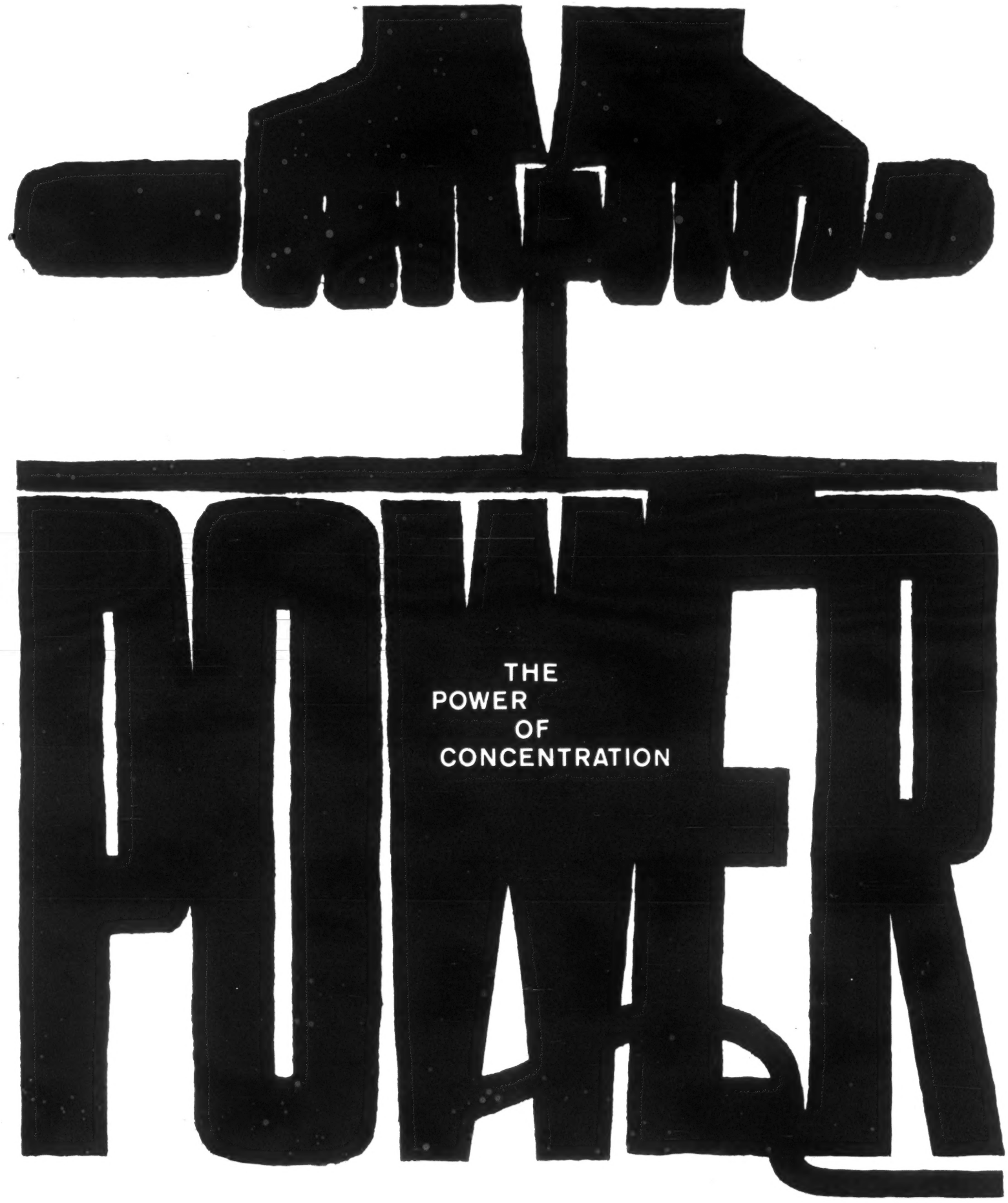
FREE Write today! Reserve your copy of the new, fact-filled Golden Zone Market Book.

FORT WAYNE INDIANA'S GOLDEN ZONE

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco



The Detroit News now has a total paid circulation of **737,415** weekdays and **933,339** Sunday!* In the 6-county Retail Trading Area, where 98% of Detroit's retail business is done, The News reaches 4 of every 5 homes that get a Detroit newspaper!** Place your Detroit advertising in The News and get maximum market concentration at the lowest milline rate available in the nation's 5 largest cities—$1.90 weekdays, $1.66 Sunday.

* Average 11/7–12/31/60 in interim statement filed with ABC subject to audit 10/1–12/31/60 ** Audience Study, Detroit newspapers, 12/13 –12/21/60, Carl J. Nelson Research, Inc.

The Detroit News INCLUDING BEST FEATURES FROM Detroit Times

New York Office: Suite 1237, 60 E. 42nd St. · **Chicago Office:** 435 N. Michigan Ave., Tribune Tower · **Pacific Office:** 785 Market St., San Francisco · **Miami Beach:** The Leonard Co., 311 Lincoln Road

Harkavy Inc. Names Two

Edward Keil has been named copy chief of Howard A. Harkavy Inc., New York. Mr. Keil, who joined the agency in December, was formerly with *Look*. Robert P. McAndrew, formerly with Michel-Cather, has joined the agency as an account executive.

Sparks Rejoins Industrial

Everett L. Sparks, formerly ad manager of Elwell-Parker Electric Co., has rejoined Industrial Publishing Corp., Cleveland, as midwestern district representative for *Modern Office Procedures* and *Handling & Shipping*.

MISSILE ROCKET BALL POINT PEN
Make Your Give-Away or Premium Offer a Perfect Shoot

An Exact Minature Rocket
Now, different, exclusive, low cost. Write for quantity prices and sample today. With or Without Imprint.
R-W CORPORATION
22849 Ventura Boulevard Woodland Hills, California

New York Packaging Agency Solves Problems for Clients

NEW YORK, April 18—Ever heard of a packaging agency?

Inpak Systems, which bills itself as the nation's first packaging agency, has been around for a little over a year, devising packaging structures and the machinery to build them. Nathan Shippee, Inpak president, says some day the packaging agency will be to the packaging manager what the advertising agency is to the advertising manager.

A vp of the agency, William B. Crane Jr., has come up with a new pilfer-proof packaging idea called "Stretch Pak," a process which wraps the product in a tight, clear vinyl film surrounded by a card display. The process is licensed to about 50 users, including Miles Laboratories, for One-A-Day vitamins; Northam Warren, for Cutex Mira-Base; and Chesebrough-Ponds, for its Vaseline Lip-Ice.

■ The agency is also hired as a "problem solver" by such companies as Lever Bros., Borden, General Foods and Goodyear on a guaranteed performance basis. For instance, when GF found it had to rely on manual labor to pack special coupons inside Minute Rice, the company called in Inpak. Inpak's machine designers, headed by Edward Thiele, devised a machine that stuffs Minute Rice boxes with coupons to the tune of 300 a minute.

In addition, Mr. Crane designed a special premium package for Stripe toothpaste, which housed a free ball point pen. The pen was protected by a thin strip of the vinyl film. #

Sackheim Opens PR Division

Ben Sackheim Inc., New York, has opened a pr division, headed by Bert Landon, formerly director of public relations of International Latex Corp.

AFIA Runs First Ad Section in 'Times' Int'l Edition

The American Foreign Insurance Assn. ran a four-page advertising section in the April 10 international edition of the *New York Times*. AFIA, which manages the foreign business of 14 U.S. insurance companies, used the editorial-style insert to point up its expansion abroad. This was the first multi-page section to be carried by the *Times* international edition, which is distributed primarily in Europe. AFIA ordered more than 50,000 extra copies of the insert for distribution in the U.S. and overseas. Prince & Co., New York, is the AFIA agency.

Carey Advertising Opens

James W. Carey, formerly executive head of Taylor M. Ward Inc., Ithaca, N. Y., has opened his own agency, Carey Advertising, with offices at 331 W. Seneca St., Ithaca. Carey Advertising will service accounts previously handled by Ward.

Black & Decker
CORDLESS ELECTRIC DRILL*

BREAKTHROUGH—*Black & Decker Mfg. Co. used this 1,200-line ad in the Wall Street Journal April 14 to announce development of what it termed "the world's first" Cordless electric drill.*

New Black & Decker Cordless Drill Bows

CHICAGO, April 18—Black & Decker Mfg. Co. has used a 1,200-line b&w insertion in all editions of the *Wall Street Journal* and a two-minute commercial participation on the Dave Garroway "Today" show (NBC-TV) April 14 to announce its new Cordless electric drill.

Held under wraps until last week, the "revolutionary" tool, with self-contained power supply, will appear on the market early this fall. Weighing only 4 lbs., it is said to be the first electric drill in the world that is totally independent of cords, plugs and other conventional power sources.

Secrecy continued to cling to the new drill even after its demonstration for the press, the manufacturer declining to reveal details on its power source. Spokesmen, however, did not directly deny that the Cordless is powered by a series of radically new power cells produced by Gould National Batteries.

The drill will retail for about $50, the 50-year-old Towson, Md., manufacturer said. A charger will sell for about $10.

■ R. G. Horner, vp for marketing, predicted the drill will be the first of a line of new power tools. "It offers almost unlimited development in the portable power tool field and marketing opportunities that have not been dreamed of up to this time," he said.

Harry F. Brian, vp and creative director of VanSant, Dugdale & Co., Baltimore, Black & Decker's agency, said the agency first learned of the new development only six days ago.

Some client executives who participated in the unveiling allegedly were in the dark until last week. Patents for the U.S.-made product, which contains not only a new power source but also an entirely new motor, have been applied for, Mr. Horner said.

The *Wall Street Journal* was chosen to carry the first ad partly because it was the only national publication that could accept an insertion on such short notice, Mr. Brian explained.

■ The agency has also prepared a second ad of the same size, but it has not yet been scheduled. Further advertising plans have not yet been formalized, G. H. Porter, Black & Decker advertising manager, said. #

Ziv-UA Offers 'Diamonds'

Ziv-United Artists Television Co., New York, is syndicating a new series, "King of Diamonds," starring Broderick Crawford as a security chief in the diamond industry whose job takes him to all parts of the world.

The Dallas News has the largest daily circulation in Texas!

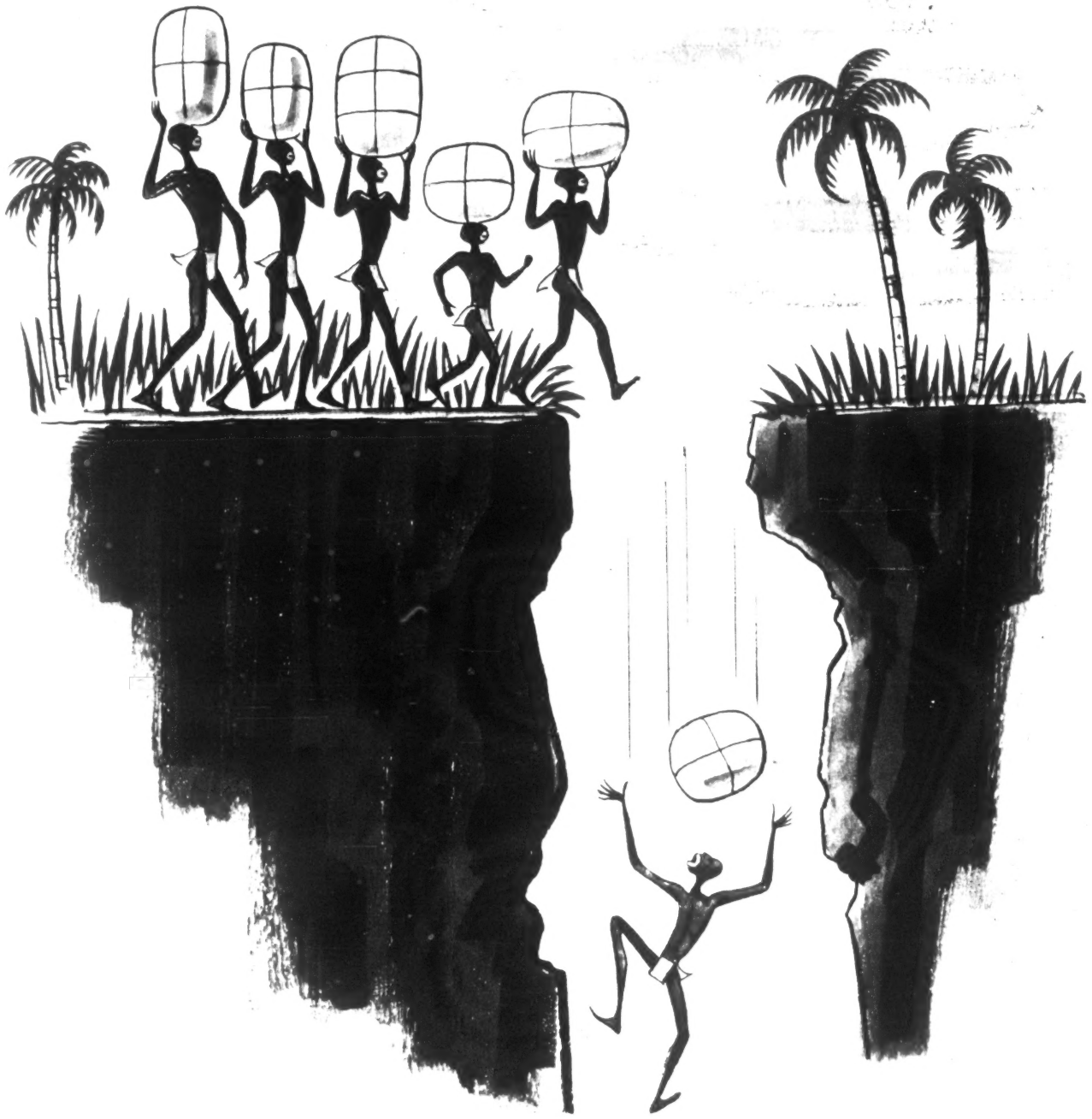
DALLAS MORNING NEWS... 220,066
HOUSTON POST..... 218,013
HOUSTON CHRONICLE..... 205,824
DALLAS TIMES HERALD..... 190,364

News & Post—6-day averages
Chronicle & Herald—5-day averages

*Publisher's Statements, Sept. 30, 1960

The Dallas Morning News

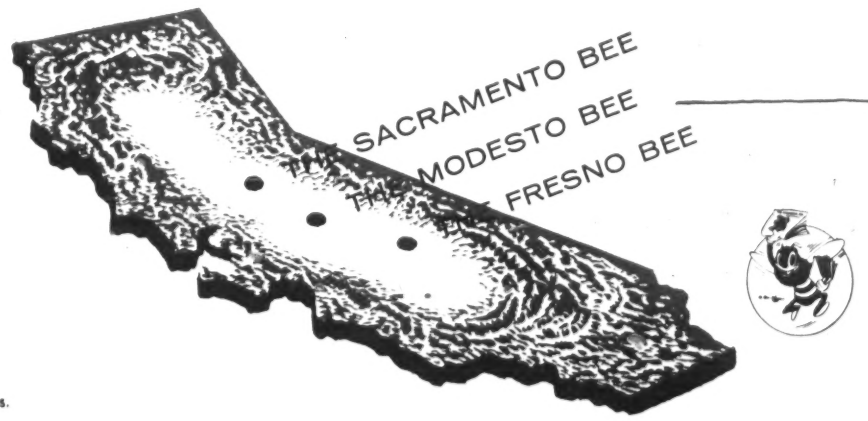
CRESMER & WOODWARD, INC. • National Representative
THE LEONARD CO. Florida Travel Representative



SOMETHING MISSING . . .

. . . (like California without the Billion-Dollar Valley of the Bees). Your ads may carry a payload in the rest of California, but your sales-planning has a big gap if you're not in the *inland* California market. Income here is $3½ billion — more than in 23 different states. Better get in the McClatchy Bees, the *only* newspapers effective in covering this important market *full strength.*

Data Source: Sales Management's 1960 Copyrighted Survey



McCLATCHY NEWSPAPERS

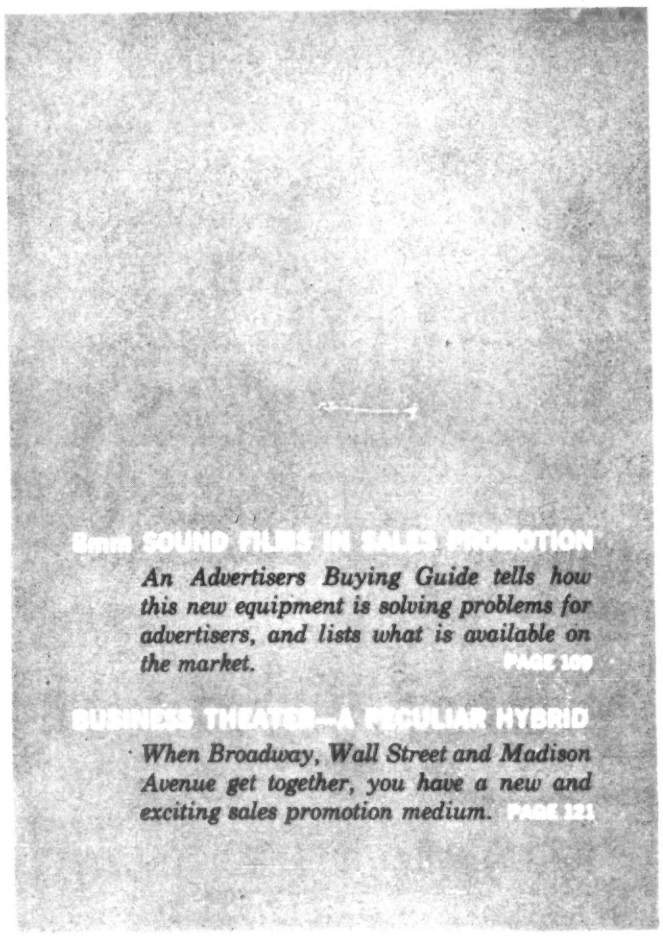
NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

Three types of discounts: McClatchy gives national advertisers discounts on bulk . . . frequency . . . or combined bulk-frequency. Check O'Mara & Ormsbee for details.

MAY 1961 · 50c

A & SP Advertising & Sales Promotion

FORMERLY ADVERTISING REQUIREMENTS

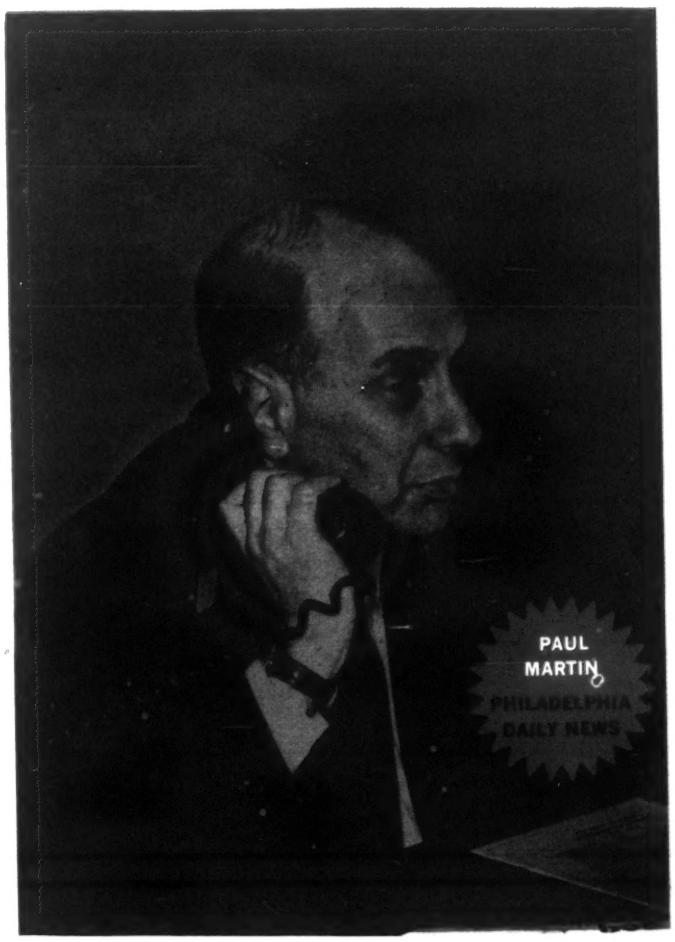


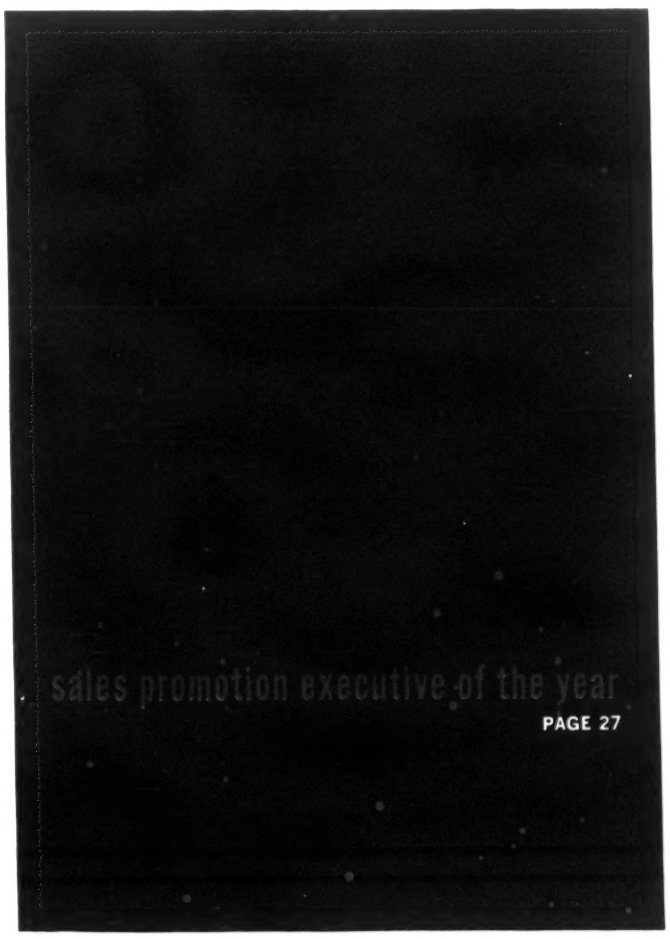
8mm SOUND FILMS IN SALES PROMOTION

An Advertisers Buying Guide tells how this new equipment is solving problems for advertisers, and lists what is available on the market. PAGE 109

BUSINESS THEATER—A PECULIAR HYBRID

When Broadway, Wall Street and Madison Avenue get together, you have a new and exciting sales promotion medium. PAGE 121





Cover design by Burton Cherry & Associates

Introducing...a new name... a new design... as Advertising Requirements becomes

Advertising & Sales Promotion

■ Starting with the May, 1961, issue—being delivered to readers this week—the name of Advertising Requirements has been changed to Advertising & Sales Promotion. This dramatic change has been made to more accurately describe the audience and market we serve.

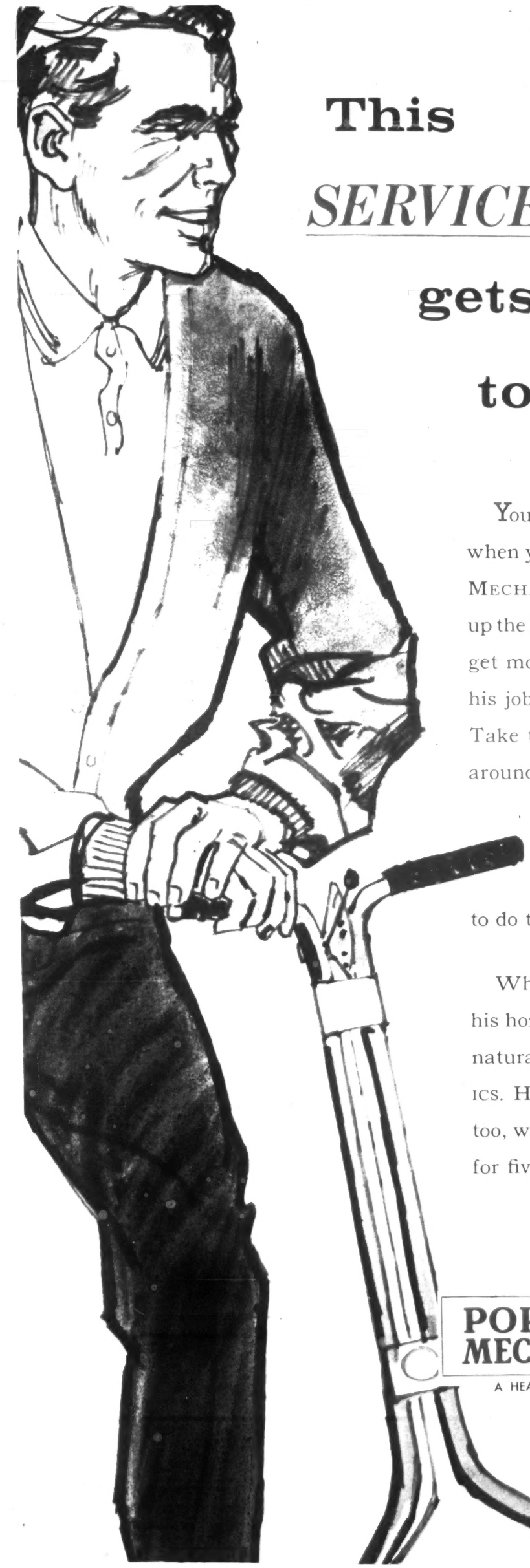
■ This name change does not mean a change of policy—only an effort to make clear and explicit to all what has been evident right along to our regular readers and advertisers. The editorial objective remains constant—to help advertising and sales promotion executives do a better, more efficient job; to stimulate new kinds of thinking and creativity, and to do so in the most interesting manner possible.

■ With a new name and a new cover to set off this editorial vitality, we believe you will find A & SP will continue to attract an ever-increasing proportion of the reading time and interest of the executives who buy and specify products and services used in advertising, sales promotion and merchandising.

A & SP Advertising & Sales Promotion

FORMERLY ADVERTISING REQUIREMENTS

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS



This *SERVICE* magazine gets home to a *MAN*...

You can get mighty close to a man when you talk his language. POPULAR MECHANICS does just that by serving up the kind of editorial that helps a man get more enjoyment out of his home, his job and his leisure-time activities. Take the man whose interests center around his home. For him, PM carried over 428 pages of home maintenance editorial last year—projects to do and what to do them with.

When it comes to such things as his home, his car, his boat, a man just naturally turns to POPULAR MECHANICS. He'll turn to your product story, too, when it is in the *service* magazine for five million men.

POPULAR MECHANICS

A HEARST MAGAZINE

Reporting the mechanics of modern living!

False Ads Cost Ohioans $300,000,000 Yearly, Official Says

TOLEDO, April 18—Ohio residents are being taken for about $300,000,000 a year by advertising frauds, Mark McElroy, state attorney general, declared here this month.

He cited national television advertising as the principal offender. Magazines, the mails, radio and some newspapers also are being used to disseminate misleading advertising material, he charged.

The Ohio frauds, Mr. McElroy asserted, are part of a national scandal that brings about $5 billion a year to advertising cheats who know how to prey on the gullible.

■ Recent investigations by the government, he reported, disclosed the following techniques as examples in television advertising:

1. Using ice cream instead of milk with a breakfast food cereal to make a two-year-old child smile spontaneously for the cameras.

2. Using steaming wine instead of real coffee for coffee commercials. Television executives, he said, told government investigators they used wine because coffee looked like used crankcase oil on the television screen.

3. Putting powerful bleaches in sponge mops to make an advertiser's wax product show up better than a competitor's in filmed comparison demonstrations.

"Recently there was a commercial about shaving cream," he said. "It showed a swimmer under water holding his sponsor's product in one hand and a competitor's in the other.

"The competitor's cream dissolved while the sponsor's did not. When an investigation was made it was discovered that the material that was supposed to be the sponsor's product wasn't shaving cream at all. It was tooth paste."

■ Patent medicines provide a lucrative field for what he called "white-collar bandits." He estimated phony medicines and treatment gimmicks sold to arthritis sufferers alone each year bring about $250,000,000.

"We have found medicines," he reported, "which are advertised in Ohio as being able to cure everything from falling hair and lusterless eyes to sexual weakness."

Victims of these advertising tricks, he said, are not always the ignorant.

"Professional people," he said, "are considered by these advisers as being among the most gullible."

■ In Columbus, he said, thousands of persons sent in orders for trees which were advertised as "trees of paradise" that grew to unusual heights. The price was $5. When the trees were delivered they were of a variety that is commonly known as "stink trees," he said.

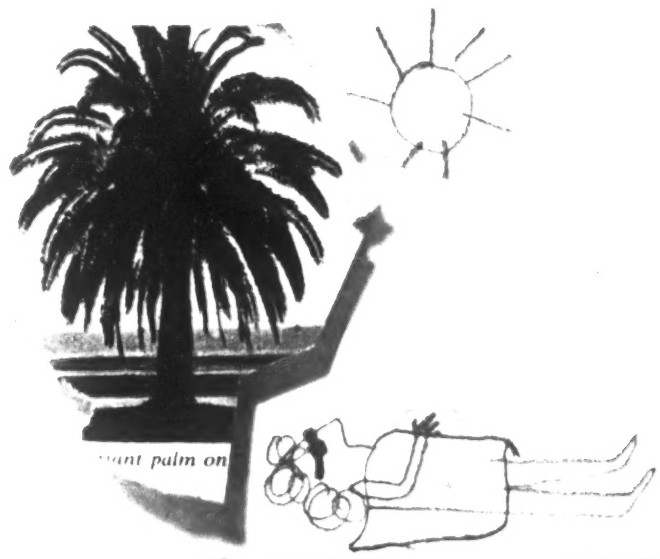
Also in Columbus, a television store recently advertised "good used" sets for $25. But when an assistant attorney general visited the store he found none for sale under $150.

■ In Cleveland, a man was doing a brisk business recently, he said, selling a product that was advertised as a special chemical to treat asphalt driveways and make them last longer. When the product was checked it was found to be nothing more than waste oil.

Mr. McElroy discussed advertising frauds in an address before Toledo Bar Assn. at the final session of its weekly law institute luncheon series.

He urged new legal tools to cope with the problem of misleading advertising and said he has sponsored eight bills affecting advertising now being considered by the general assembly. ≠

Copyright Fawcett Publications, Inc., 1961



nothing moves a woman like an idea that's

feasible

Hawaii's nice. So's the grand tour of Europe. Just grand. But where does the average young family go? If they read Woman's Day, they'll find suggestions that make *sense*. Like the April color spread on beautiful, balmy Biloxi, part of a continuing series on America's Treasure Towns. Practical vacation idea. Lots of fun. Enriching experience for the kids. And it's the kind of trip most families can realistically plan. *Realism*. That's the word—the compelling force behind every single editorial feature in Woman's Day.
The magic works for advertising too. Woman's Day consistently scores higher ad readership (four-color ads) than any other major magazine! Whether it's travel or child guidance or food planning or tips on beauty, the emphasis is always on the practical, the *usable*. *That's* why it's so logical, so feasible that *5 million women* go out each month to buy Woman's Day.

The force of Realism in the woman's service field **Woman's Day**
A FAWCETT PUBLICATION

RESERVE YOUR PLACE NOW AT THE 4th

Spend Over Three Full Days with These and Other Creative Stars—Meet Them,

The Fourth Annual Advertising Age Summer Workshop on Creativity in Advertising will be held at the Palmer House, Chicago, beginning the evening of Tuesday, August 1, and ending in mid-afternoon on Friday, August 4.

The program is virtually complete. It includes a galaxy of outstanding creative men and women—people who know advertising, who judge it, who are thoughtful and competent practitioners and teachers. People who can express themselves, who can inspire as well as inform and entertain.

This year there will be more small, informal sessions featuring give-and-take between "instructor" and participants than ever before. There will also be sessions specially designed for smaller advertisers and agencies, for those interested in industrial advertising, direct mail, outdoor, etc., as well as in general magazine, newspaper, and radio and television advertising.

Not a Convention

The Workshop is not a convention. There are no social events, and no concessions to anyone except the serious practitioner who relishes this once-a-year opportunity for mature, knowledgeable advertising people to discuss the making of advertising in all media, both print and broadcast.

The Workshop is not play. It is over three days of concentrated listening, watching, discussing, doing. There is practically no free time. But the more than 800 advertising men and women who attended one or more of the three previous Workshops have discovered that it is exciting, challenging, rewarding—and fun too.

Who Can Benefit by Attending

The Workshop discusses creative problems only. It is not concerned with how to get new business, or with public relations, or with media selection or appraisal. Therefore, it is of great interest and value to creative directors and supervisors, art directors, radio and tv commercial producers, heads of agencies, etc.

But past Workshops have shown that advertising managers, promotion managers, brand managers, account executives and others who may not actually write or supervise the writing of advertising, but who are required to judge its value, can also benefit enormously.

In fact, the reviews of current advertising and the criticisms, comments, and idea sessions have proved to be unusually useful to such people, and they have constituted about one-half the attendance at previous Workshops.

All-Inclusive Fee Covers Meals and Materials

Total cost of the Creative Advertising Workshop is $110 per participant (if paid before May 15; after that the charge is $125). This fee covers all sessions, five meals (three luncheons, two dinners), and a Creative Advertising Workbook which will include reproductions in large size of printed advertisements discussed, identification material on radio and television material presented, summaries of all speeches and discussions and space for participants' notes—enabling Workshop participants to carry back with them a detailed summary of the sessions.

Famed Advertising Men on Faculty

In general charge of the Workshop are **S. R. Bernstein,** editorial director of Advertising Age, and **Steuart Henderson Britt,** professor of marketing at Northwestern University, former agency executive, and author of "The Spenders."

The Workshop will start formally on Tuesday evening, Aug. 1, with a showing of "The Progress of Discontent," a film version of the extraordinary presentation developed by the Television Bureau of Advertising to demonstrate the role of advertising in activating a dynamic economy. It will be presented by **Norman (Pete) Cash,** TvB president.

This will be followed by a thoughtful discussion of "Creativity—the Humanizer" by **Marion Harper, Jr.,** the extraordinary young head of Interpublic Inc. (McCann-Erickson and related organizations), and by an equally exciting—and quite different viewpoint on "What Is This Thing Called Advertising" first thing Wednesday morning by **Leo Burnett,** head of Leo Burnett Co., and one of the outstanding creative advertising men of the century.

The remainder of Wednesday morning will be given over to sessions on industrial advertising, conducted by **Richard C. Christian,** president, Martseller, Rickard, Gebhardt & Reed; on direct mail advertising, conducted by **Robert F. DeLay,** president, Direct Mail Advertising Assn.; and on outdoor advertising, conducted by **Ed Graham (the Elder),** creative director, Outdoor Advertising, Inc.

Each session will be given twice, so that Workshop participants can attend two of the three sessions.

Last Year's Participants Bubbling with Enthusiasm

Year after year, better than 50% of previous participants come back to the Creative Workshop, because they find it the most stimulating creative experience of the year.

Read what some of last year's participants have to say:

Ad manager, food manufacturer: "I will retain (in my notebook as well as my brain) all of the tremendously useful ideas and professional opinions passed on to me . . . Through the colorful presentations I found this a real refresher course."

Publication promotion manager: "The Workshop was terrific. It was stimulating, it was educational, it was scintillating."

Advertising agency owner: "I cannot commend you too highly for the wonderful job that was done. As an extra to all I learned, I met a number of wonderful people . . ."

Small agency president: "I thought this year's Workshop even more stimulating than the previous one, and am looking forward to your next session."

Creative director, large agency: "It was a stimulating and rewarding experience, a lot of work but eminently worth it."

Copy chief: "I take this opportunity to congratulate you again on putting together and presenting a program of substantial and practical value."

Promotion director, business paper: "Having attended all three of the Workshops, I consider myself a three-time winner. These have been the most informative, most helpful sessions of their kind that I have ever taken part in anywhere at any time."

Advertising manager, manufacturer: "I think the sessions were terrific, and I think we should have more inspiring get-togethers. I'm hoping to be back again next time."

Art director, small agency: "So many thanks for the exciting and informative Workshop. Here's to more of them!"

Ad manager, oil company: "The Workshop was excellent. My sincere congratulations on putting together such a fruitful program that seemed to satisfy so many of us who attended."

ANNUAL ADVERTISING AGE CREATIVE WORKSHOP

Listen to Them—Talk, Learn, Discuss—and Recharge Your Mental Batteries

Wednesday afternoon six famed advertising men will run simultaneous sessions, divided into two parts, so that all Workshop participants can attend at least two sessions. In one session they will review and analyze current advertising; in the other they will show a complete campaign of which they are especially proud, or which solves an unusual problem, and will explain the thinking behind it.

These sessions will be small and intimate, and are especially designed for informal discussion and debate.

Conducting the sessions will be **Fairfax M. Cone,** of Foote, Cone & Belding; **Ernest A. Jones,** president, MacManus, John & Adams; **William D. Tyler,** executive vice-president, Benton & Bowles; **Everett D. Biddle,** president, The Biddle Co.; **Earle Ludgin,** chairman, Earle Ludgin & Co.; and **Chester L. Posey,** senior vice-president, McCann-Erickson.

Later in the afternoon, all six will join in a general session with **Walter Weir,** chairman of the executive committee, Donahue & Coe, to score and comment on current print advertising.

Wednesday evening will feature a presentation—with plenty of examples—of how to create the best music mood for broadcast selling, by **Mitch Leigh,** president, Music Makers, Inc.

Thursday will start with a presentation—with examples—of how to cut costs of television commercials, by **Hooper White,** commercials production manager, Leo Burnett Co.

Then will come a critical review of current television commericals, by a panel headed by **Harry Wayne McMahan,** Advertising Age columnist, tv consultant and former agency tv director. The panel will include **Edgar Kobak,** management consultant, former network president, radio station owner; **Donald S. Frost,** vice-president of Bristol-Myers Co. and immediate past chairman of the Assn. of National Advertisers; and **Miss Hildred Sanders,** vice-president and radio-tv director of Honig-Cooper & Harrington.

Right after lunch, **Virginia Graham,** radio-tv personality and special promotional representative for Clairol, will discuss the qualities that make for successful selling on the air.

In the afternoon, **Dimka,** famed head of Prestige Films, Paris, and co-producer of Les Films Pierre Rémont, will tell—with some specially produced film—how they do it in France. He will be followed by **Lawrence E. DuPont,** vice-president for radio-tv of Tracy, Locke Co., explaining the techniques of creating successful 8-second commercials.

Then will come an unusual presentation—"How to Use Ingenuity Instead of Money in Creating Advertising"—a case history record of how advertising people have made sparkling advertising on tiny budgets, presented by **Wesley Aves,** president of Aves, Shaw & Ring.

Thursday evening will feature a performance by the man who brought the house down at the first Workshop—**Stan Freberg,** advocate of the humorous approach to radio and television selling, and creator of such memorable commercials as the Chun King series which took the top award in the Hollywood Ad Club competition this year. He will discuss—with examples—"Breaking Through the Mediocrity Barrier."

Friday morning and early afternoon will feature three impressive demonstrations and discussions:

John W. Amon, vice-president and director of art of Needham, Louis & Brorby, will present an unusual showing of leading art directors' suggestions on alternative approaches to layout and illustration problems —visual demonstrations of how specific advertisements might have been handled differently.

Among others, he will show the work of **Robert Pliskin,** vice-president in charge of art, Benton & Bowles; **Suren Ermoyan,** supervisor of graphic design, Batten, Barton, Durstine & Osborn; **N. Lee King,** vice-president and creative director, Edward H. Weiss & Co.; **Lester Beall,** noted advertising designer and consultant; **James N. Hastings,** vice-president and associate creative director, Campbell-Ewald Co.; and **Herbert Matter,** designer/photographer, Studio Associates, Inc.

Then will come a review of some of the best of the advertisements that are appearing regionally, gathered under the general direction of **Norman D. Cary,** creative head of Monroe F. Dreher, Inc., and including presentations by **James M. Henderson,** president, Henderson Advertising Agency, Inc., Greenville, S.C.; **Jack de Celle,** copy chief, Kenyon & Eckhardt, San Francisco; and **Gordon White,** vice-president and copy chief, BBDO, Chicago.

After lunch on Friday, the Workshop will wind up with a presentation by **William Bernbach,** president and creative sparkplug of Doyle Dane Bernbach.

Make Reservations Now to Insure Acceptance

The first Summer Workshop in 1958 attracted so many people that more space had to be found, in order to accommodate all those who wanted to attend. So, the next year the sessions were moved to the Palmer House's Grand Ballroom and Red Lacquer Room, two of the largest rooms in Chicago. Since then attendance has reached near-capacity levels.

No more than 500 can be accommodated, because of the "schoolroom" setup required and the space needed for visual demonstrations; so it is essential to get reservations in early. You will assure yourself a place and save $15 by returning the coupon below.

Reservations are cancelable and fees returnable until July 15. Mail the coupon *now.*

Summer Workshops, c/o Advertising Age, 200 E. Illinois St., Chicago 11, Ill.:

Enroll me for the ADVERTISING AGE SUMMER WORKSHOP ON CREATIVITY IN ADVERTISING, Aug. 1 to 4. My check for $110 ($125 after May 15), covering complete registration fee, including attendance and participation in all meetings and the cost of three luncheons and two dinners on Aug. 2, 3 and 4, is enclosed. (Or bill me ☐; bill my company ☐)

Name (please print or type) _____

Title _____

Company _____

Address _____
STREET CITY ZONE STATE

MAKE YOUR CHECK PAYABLE TO SUMMER WORKSHOPS, AND MAIL TO SUMMER WORKSHOPS, c/o Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

If you want information and reservation forms for the Palmer House (hotel accommodations are not included in Workshop fee) during the Workshop, check here ☐

5

Cunningham Messner

The Adorneys

The Higgins

YOUNG WINNERS—*The 11th annual children's art exhibit at Cunningham & Walsh found the children of art directors appropriately winning many of the prizes—even the door prize. Here John P. Cunningham, chairman, presents a portable phonograph to Mark Messner, son of Joe Messner, associate art director, who won the grand prize drawing for the "Young Man from Cunningham & Walsh." Kathy Adorney displays her second prize winner in the 6-9 age group to her mother and father, Chuck Adorney, exec art director, while Billy Higgins, first prize winner in the 10-12 age group, shows his entry to his father, George Higgins, associate art director.*

ONLY AT BACON'S

Every item clipped as published . . . original clippings only

Complete clipping coverage of business, trade, farm and consumer magazines

Every item as published—original clippings only . . . double-check editing insures against unwanted material . . . 100% accurate reading list, revised daily . . . specialized reading, market-by-market. All this *only* at BACON'S, your key service for complete reliability on magazines.

BACON'S PUBLICITY CHECKER for 100% accurate release lists

Easy to use. Quarterly revisions keep you 100% up-to-date. Over 3500 listings in 99 markets. 368 pages. $25.00. Sent on approval.

BACON'S CLIPPING BUREAU

14 East Jackson • Chicago 4, Illinois

Telephone: WAbash 2-8419

Letter Puts 'Life' Into Asphalt and Concrete Hassle

NEW YORK, April 18—The publisher of *Life* last week unwittingly wrote his way bang into the middle of the concrete-versus-asphalt controversy (AA, April 3).

Citing a Portland Cement Assn. b&w spread in the current issue of *Life*, a promotion letter sent out by C. D. Jackson commended the campaign as one "designed both to inform and to promote favorable attitudes on the part of the general public."

Dated April 4, the letter went out the day after ADVERTISING AGE's report on the Asphalt Institute's reaction to the concrete campaign: "This is false advertising—there is no question about it."

■ Donald Knott, ad director of the institute, said last week that he stood by that statement. He added that since the first of the cement group's ads appeared in *Life* on March 13 (saying that the recent national road test had demonstrated "concrete wins over asphalt"), the organizer of the test had repeated its request that no premature conclusions be drawn.

He said that the highway research board of the National Academy of Sciences—National Research Council, had written to both groups March 17. The board, which conducted the tests for the American Assn. of State Highway Officials, requested in its letter that no reports of findings be published until the completion of all analyses of the tests. The letter said that any information purporting to be about the test would necessarily be premature, incomplete, and unauthorized.

■ A spokesman for Mr. Jackson at *Life* said that his letter was intended as a general promotional piece and that Mr. Jackson's comments were by no means an endorsement of the concrete group's claims. #

Cramer-Krasselt Adds Mills; Names Mackey, Hegard

Marion Mills, formerly advertising copy director of Oscar Mayer & Co., Madison, has joined the creative department of Cramer-Krasselt Co., Milwaukee. At the same time, Cramer-Krasselt has appointed Walter I. Mackey, director of market research, and Kenneth E. Hegard, radio and television department director, vps.

Ladd, Southward Adds One

Sam'l Bingham's Son Mfg. Co., Chicago, manufacturer of printing and lithographic rollers and industrial rubber rolls, has appointed Ladd, Southward & Bentley, Chicago, to handle its advertising. The company has had no agency for the past year.

Hawaii Leads States in Tourism Promotion, New York in Industrial 'Welcome' Ads: Long

MILWAUKEE, April 18—There are almost as many ways in which states handle their tourism and industrial development advertising and promotion as there are states.

This impression results from a perusal of "1961 Development Advertising Reports," by W. H. Long, comparing the development advertising programs of the 50 states.

The greatest contrast is between Florida—which spends $1,031,804 for tourism advertising, promotion and pr, and $286,000 for industrial development via the same techniques—and California, which, as a state, spends nothing to advertise its tourist attractions and only $32,350 for industrial development ads and promotion.

The Golden State, of course, has various private and commercial organizations promoting some of its regions.

■ Hawaii, on the other hand, has the Hawaii Visitors Bureau, a private, non-profit promotional organization, under contract to the state to act as its tourism promotion arm. It spends $1,124,500—largest amount in the U.S.—doing this, allocating $604,000 to print media, $170,000 to broadcast, and $30,000 for booklets and brochures. Industrial promotion, handled separately, gets only $15,000, none of which is spent in media.

New York is the biggest industrial development advertiser, with a total advertising, promotion and pr budget of $329,461, handled by Batten, Barton, Durstine & Osborn.

In many states, booklets account for a major part of the advertising, promotion and pr budget; while in many others, print media predominate.

The greatest degree of uniformity among the states in this field is achieved in the policy of almost all to choose an agency from within its borders. An exception is Vermont, whose tourism (total fiscal year budget, $69,000) and industrial (biennial, $7,000) development promotion is handled by Rumrill Co., a New York agency.

■ Compiled from state responses to Mr. Long's questionnaires, the fourth annual edition of the report, containing data varying in completeness and currency, is intended for agencies, media and service companies seeking state advertising and promotion business.

A 96-page, mimeographed, plastic-bound book, it is available at $15 a copy from W. H. Long, Consultant, 5347 N. Santa Monica Blvd., Milwaukee 17. #

40 Business Paper Sales Chiefs See Pages Off 5% in '61

NEW YORK, April 18—Sales managers representing about 70 business publications predicted last week that the medium will suffer a 5% decrease in advertising pages, but will finish the year "pretty close to even in dollar volume" with 1960.

The sales managers—40 in all—attended the sixth annual sales management seminar of Associated Business Publications.

They forecast that the advertising space situation would "improve to a good degree" this month and next.

Four said their page loss in the first quarter ranged from 10% to 12%. They attributed the decline to indecision on the part of "good, old, steady larger company advertisers" who did not get started on their campaigns. However, the loss was partly offset by the unexpectedly good rate of new business, they said.

■ This they attributed to greater efforts by space salesmen and to "the fact that some smaller companies had been smart enough to start advertising in a big way." #

Kaiser Sets Campaign for Kingfisher Conduit

A new brand of Kaiser Aluminum & Chemical Co. rigid conduit known as Kingfisher will be introduced nationally with a campaign of magazine advertising directed to electrical products distributors. Prepared by the San Francisco office of Young & Rubicam, two-color ads will appear in April issues of *Electrical Construction & Maintenance* and *Qualified Contractor*, with repeat spreads scheduled for May, June and August in *Electrical Construction* and single pages for *Qualified Contractor* in May, June and July.

Two-color pages will appear in May, June, August and October issues of *Electrical South, Chicago Electrical News* and the *New England Electrical News*.

Kaiser has backed up the promotion by mailing 3,200 "teaser cards" to U. S. electrical contractors offering a free 50' section of what the company calls Jet Line Rigid Rope used to pull wire through the new conduit.

We'd Like To Say . . .

THANKS FOR USING N-E-T

To all of the following advertisers, we'd like to say THANKS. Your use of the Northeast Texas Market Group, since its inception last fall, is gratifying and encouraging.

American Motors Corp.
American Petrofina
Barcentrate
R. J. Reynolds Tobacco Co.
Chrysler Corp.
Creamo Margarine
Cystex
Excelsior Medical Clinic
Fasteeth
Ford Motor Company
Frito Company
General Foods Corp.
General Motors Corp.
Humble Oil & Refining Co.
Imperial Sugar
Ireland's Barbecue
Ostrex
Allen Rogers & Co.
Skinner Macaroni & Spaghetti
Trans-Texas Theaters
WFAA Radio-Television

NORTHEAST TEXAS MARKET GROUP

Affords the advertiser an opportunity to cover in depth a 14-county market which contains 365,000 people. This market is "Out of the Fallout Zone." None of the N-E-T market is included in any Standard Metropolitan Area. It can be covered effectively only through the use of the N-E-T Newspapers. And, you save 20%!

DENISON HERALD—GREENVILLE HERALD BANNER
MARSHALL NEWS MESSENGER—PARIS NEWS

Represented Nationally by Texas Harte-Hanks Newspapers

Are You A Perceptive Adman?

•

AMONG THE MAGAZINES USED BY NESTLE'S ARE . . .

HAVE A NESTLÉ'S COOKIE-N-COCOA PARTY!

It's the coziest with new semi-sweet chocolate "Double Crunchers" and Ever Ready Cocoa!

Welcome to your house. There's such cozy hospitality in every loving batch of Double Crunchers you bake with Nestlé's® Semi-Sweet Chocolate Morsels. The rich, rich flavor of Nestlé's world-famous chocolate fills each luscious bite with irresistible chocolaty goodness! Serve Double Crunchers with a warming cup of Nestlé's EverReady® Cocoa . . . so cozy and friendly. Nestlé's is the only instant cocoa with whole milk and sugar. You can actually make it with hot water! Have a Nestlé's cookie-n-cocoa party soon. Nestlé Makes the Very Best Chocolate.

DOUBLE CRUNCHERS
Adapted by Ann Pillsbury

Preheat oven to 350°F. Sift together 1 c. sifted Pillsbury's BEST All Purpose Flour, ½ tsp. baking soda and ¼ tsp. salt. Set aside. Combine ½ c. shortening, ½ c. granulated sugar and ½ c. brown sugar, packed; beat till light and creamy. Blend in 1 egg and ½ tsp. vanilla. Stir in flour mixture. Add 1 c. corn flakes, crushed, 1 c. quick-cooking rolled oats and ½ c. coconut. Remove ⅓ of dough; reserve. Shape remaining ⅔ of dough into balls using level teaspoonfuls; place on greased cookie sheets. Flatten with bottom of glass dipped in flour. BAKE at: 350°F. TIME: 8 to 10 min. Shape reserved dough into balls, using half teaspoonfuls. BAKE on greased cookie sheets at: 350°F. TIME: 8 min. Cool.

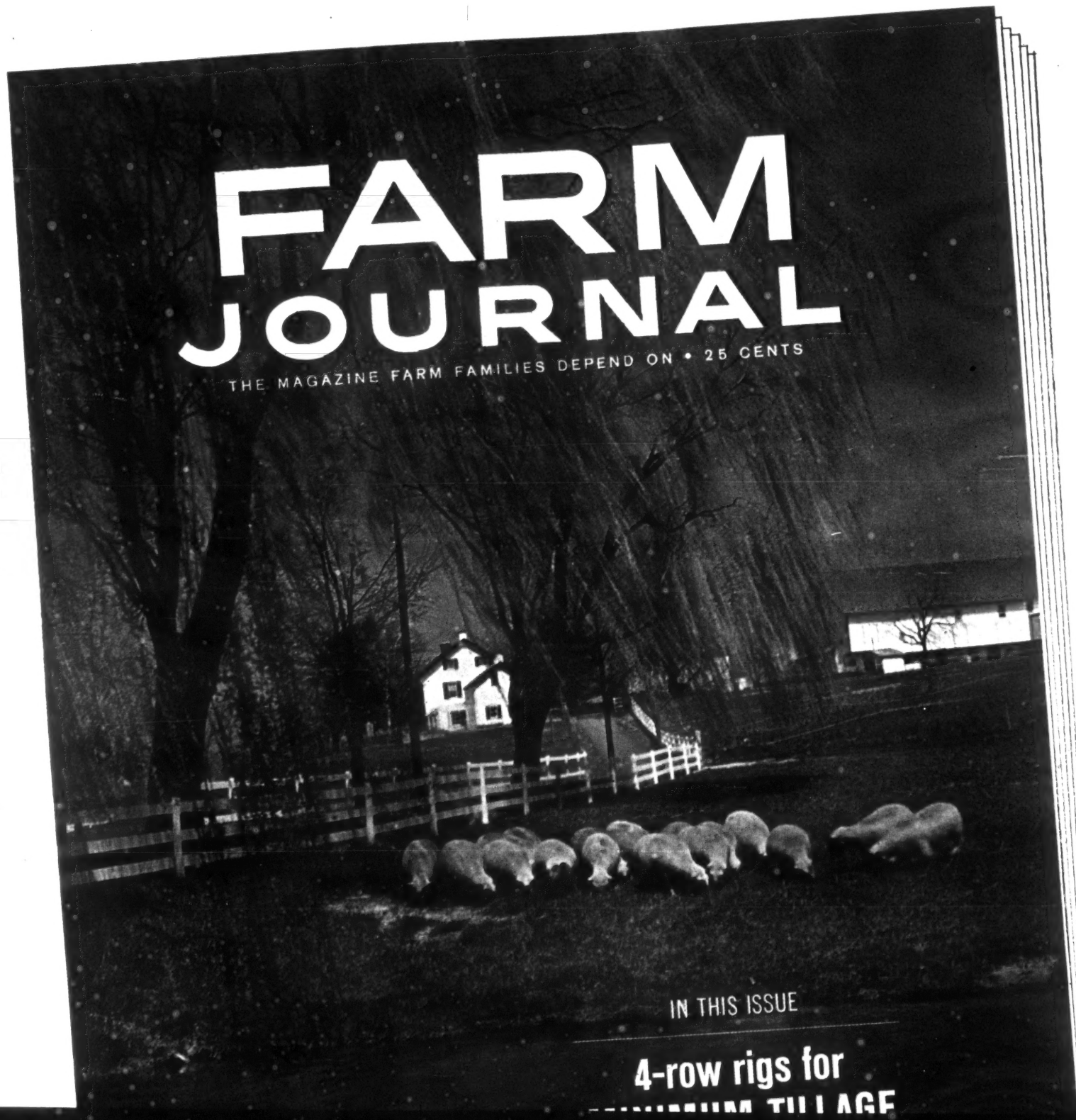
Prepare CHOCOLATE FILLING: Melt over hot water one 6-oz. pkg. (1 c.) NESTLÉ'S SEMI-SWEET CHOCOLATE MORSELS with ½ c. confectioners' sugar and 1 tbs. water. Blend in one 3-oz. pkg. (⅓ c.) soft cream cheese; beat till smooth. Cool. Spread Filling over larger cookies and top with small ones. YIELD: 3½ dozen.

COPYRIGHT 1961, THE NESTLÉ COMPANY, INC.

AND OF COURSE...

TURN PAGE AND SEE HOW PERCEPTIVE YOU ARE . . .

PERCEPTIVE **NESTLE'S** ADMEN CHOOSE . . .



because FARM JOURNAL'S 3 million families serve 37 million more meals at home per week!

Based upon U.S. Government studies, that's the difference between 3 million urban families and FARM JOURNAL'S 3 million families when it comes to food. That's why the biggest food chains locate more than a third of their stores where country people are a major factor. That's why leading food advertisers, like Nestle's, buy FARM JOURNAL—the biggest, most influential magazine in the country.

PERCEPTIVE admen
pick RECEPTIVE audiences

FARM JOURNAL

Refrigerator Field Agrees to Use Net Capacity Data in Ads

WASHINGTON, April 18—The Federal Trade Commission announced today that its bureau of consultation has received assurances that refrigerator manufacturers will use net volume measurements in ads describing the storage capacity of their products.

The agreements were received as a result of letters which the commission sent to industry members last summer. At the time the letters were dispatched, some manufacturers were basing their measurements on the gross capacity of the refrigerator, including the space occupied by the condenser, coils, baffles, insulated partitions and ducts (AA, Sept. 5).

Before the FTC entered the dispute, the National Better Business Bureau had contacted manufacturers about the practice. At the time the FTC letter was dispatched, Allen E. Bachman, exec vp of NBBB, reported that some companies already were abandoning the practice, as a result of the joint effort of NBBB and National Electrical Manufacturers Assn.

■ FTC Chairman Paul Rand Dixon reported that the commission now has assurance from all industry members that the practice has been discontinued. Mentioning this to the convention of the ANA here yesterday as an example of the results that can be achieved through industrywide cooperation, he said, "Actually this agreement is going to help rather than hurt the industry, because instead of competing in advertising a misleading gross capacity, they'll compete on a meaningful net capacity. And their advertising will be that much more meaningful." #

CAB Rules National Ads for Thriftair Service Deceptive

Civil Aeronautics Board has upheld an examiner's decision (AA, Aug. 22) that National Airlines, Miami, used deceptive ads for its Thriftair service and Fly & Drive plan in mid-1959. The board's order forbids National to claim "lowest fare" if other lines are offering the same fare.

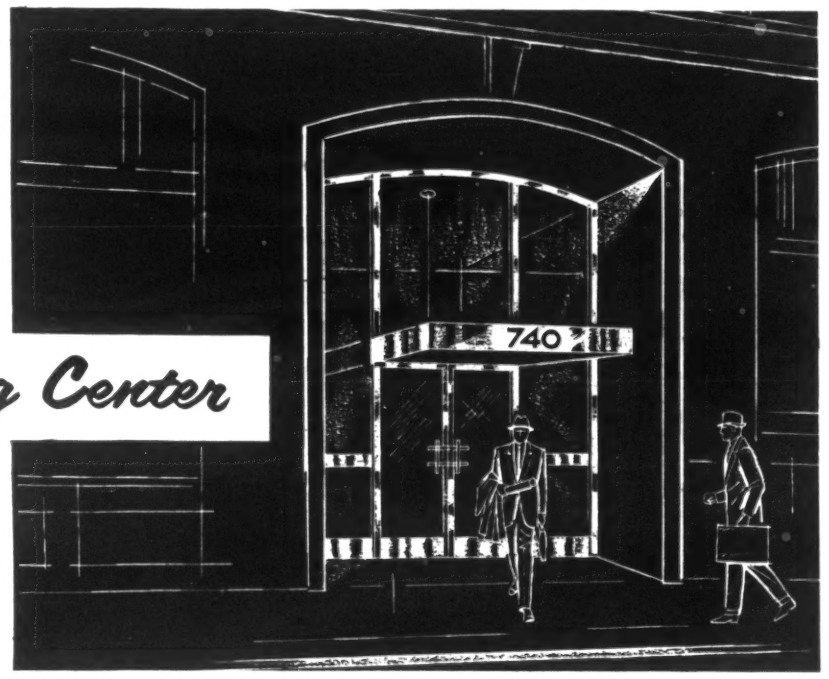
NO SIGNATURE—*The National Shawmut Bank of Boston—via Harold Cabot & Co.—is using this 88' outdoor painted bulletin in Boston featuring a 47' high cutout of its Indian trademark but no identifying signature.*

Melrose Launches Push

Melrose Distillers Co., New York, revived as a separate marketing entity of Schenley-Distillers earlier this year, launched a newspaper ad campaign April 17 for J. W. Dant Kentucky bourbon and Dant's Charcoal Perfected whisky. In keeping with Schenley's new strategy of stepping up the age level of its brands, J. W. Dant has boosted its age from four years to seven, while Charcoal Perfected, "formerly six years old," becomes a ten-year-old brand. The newspaper schedule calls for 600 and 1,000-line ads, which feature Newt Kook, president of Dant Distillery Co.

"Any display will increase your sales
But the right one will multiply them"
VANDERPOOL Displays
A complete promotional service in all mediums — cardboard, plastic, etc.
122 S. MICHIGAN AVE. CHICAGO 3, ILL.
HArrison 7-8442

An unusual opportunity for companies in the advertising-marketing-communications field to locate their activities in Advertising Age's *Advertising Center*



Advertising Age's Advertising Center offers advertising agencies, publishers, media representatives, research organizations, graphic arts services, suppliers and other allied interests a highly desirable address in a prestige location and expanding business community.

The Advertising Center is a well-built seven story structure at the northwest corner of Rush and Superior Streets in Chicago, Ill. The address is 740 North Rush St.

In the heart of the fashionable "Near North Side," the building is in the midst of advertising activity in the city. Nearby are the offices of many advertising agencies, art and photo studios and other services. As an example, the Palmolive Building, the John Blair Building, CBS Studios and the Wrigley Building are all within convenient walking distance.

This prestige location offers many unusual advantages for those in the advertising/marketing business. It provides an office within minutes of the "Loop" as well as easy access to other parts of the city and suburbs. The nearly completed Ohio-Ontario Streets connection with the Congress Street-Northwest Expressways will make Lake Forest, Highland Park or a client's suburban plant within a half hour's drive away. Within a six block radius of the 740 address are three banks, many restaurants, hotels, clubs and shops. A new hotel-motel is nearing completion at the corner of Rush Street and Chicago Avenue, a few steps away.

A distinctive entrance and lobby are now being built at the Advertising Center. Modern, self-service passenger elevators will be in operation by late 1961. Air conditioning equipment is being installed.

Formerly owned by the Methodist Publishing Co., the building has been well-maintained and, with remodeling and well planned improvements, the Advertising Center offers an exceptionally fine rental opportunity even for the most discriminating tenant. Managed by Browne & Storch, Inc., with an office in the building, the Advertising Center, in addition to its many location advantages and space features, represents strong ownership and efficient management.

As publishing headquarters of Advertising Age and its sister publications, Industrial Marketing and Advertising & Sales Promotion, the Advertising Center will become the news capital of the advertising/marketing world. These internationally-renowned publications are visited by many outstanding advertising/marketing executives, writers, artists, lecturers and teachers, whose presence can add to the prestige and importance of your business address.

We invite members of the advertising/marketing/communications industry to join us in this community of interest—the Advertising Center. We are proud to announce that an advertising agency and a book publisher have already completed rental agreements.

Desirable office space from 2,600 square feet and up will be available between now and April, 1962. A complete studio area—sound rooms with 15 foot ceilings, panelled offices, labs, etc.—may be rented now. A ground floor, corner store space will be available later in the year. Lower level space may also be had.

An easily accessible, prestige location is important to your business or service—your clients or customers prefer it and your employes will appreciate it. You are invited to investigate now.

Advertising Age's
Advertising Center

Call Arnold T. Linder, Building Manager
WHitehall 4-0282—Office in the Building

BROWNE & STORCH, INC.
Managing Agents
Representing Advertising Publicgtions Inc.—Advertising Age
919 NORTH MICHIGAN AVENUE • TELEPHONE WHITEHALL 4-7373

Adman in the News . . . Edwin Cox

Edwin Cox

The new chairman of the American Assn. of Advertising Agencies is a quiet, soft-spoken Texan who grows roses, who spent 33 years building Kenyon & Eckhardt to its present eminence, and who thinks his legacy to the agency is in its "bible," the "K&E Book of Creative Standards." He is now working on a history of K&E, called "The Biography of an Idea." The phrase comes from his well-worn definition of K&E's approach—"imagination applied to facts."

So far as Ed Cox is concerned, the future of the agency business lies in (1) increasing public respect for advertising, which entails cleaning up the fringe of offensive operators, and (2) a public relations program.

Mr. Cox phrased the idea this way in a speech last fall: "We shall grow up a breed of advertising men who stand tall in the councils of business. Your sons may not want to follow the profession of advertising. But your grandsons will."

■ Ed Cox, now 62, has already worked long and devotedly on behalf of the Four A's Committee on the Improvement of Advertising, and in its copy interchange—which last year was augmented when the Assn. of National Advertisers joined with the Four A's, plugging the client loophole. Up to that point, perhaps the most significant deficiency of the copy interchange had been the militant client, which declined to change a whit of its copy approach.

Speaking of the interchange last week, Mr. Cox said he was "proud of what it has done with little publicity." Its "successes far outweigh its failures," and the amount of cooperation had been most gratifying, he said.

It was Mr. Cox who pressed hardest for a revision of the Four A's copy code, which had been in effect since 1937, and hadn't been amended to take into account the new medium of television. Largely due to his efforts, the Four A's code was amended in January, 1960, to include specific interpretations as to the application of the principles of 1937 applied to tv advertising.

■ That interpretation explains the operation of the interchange as well, concluding with the formidable words: "The operations committee will then consider further action, such as requesting the agency to resign from the Four A's or, if necessary, taking steps toward annulling the agency's membership. . ."

Ahead for advertising, Ed Cox thinks, is growing professional status. At the risk of being "visionary," he believes that there will be graduate schools of advertising at universities, with faculties drawn from among top executives in the various fields of advertising.

"How will we solve the manpower problem otherwise?," he asks. Along with advertising's growing professionalism will come a "code of behavior" transcending anything now existing.

"College kids don't think very highly of advertising," he commented. But the years ahead will see a vast improvement in "professional standards and in reputation."

■ Edwin Cox graduated from Dallas high school into the army in 1917, came out in 1919 and spent a year at the University of Illinois. He got a job as a copywriter with that fantastic cradle of talent, the A. W. Shaw Co. in Chicago—from which came Jim Young, Phil Lennen and Maurice Needham, among others. He spent six and one-half years with Shaw, winding up as assistant director of advertising. For two years he was advertising manager of Celotex Co., and then was lured to New York by Phil Lennen. Ed went to Lennen & Mitchell to write copy on Old Golds.

He came down to New York with a hustling salesman whom he had known at Shaw, Dwight Mills. Mr. Mills was headed for the New York staff of *Business Week*. In 1931 Mr. Cox moved to Young & Rubicam; he worked for Y&R in both New York and Detroit.

In 1933 he wanted to come back to New York, and thought of setting up his own agency—deterred only slightly by the difficulty of raising the money. Then he decided to look for a smaller agency, where he could get stock instead of salary. Dwight Mills suggested that he knew Thomas D'Arcy Brophy, and arranged an introduction.

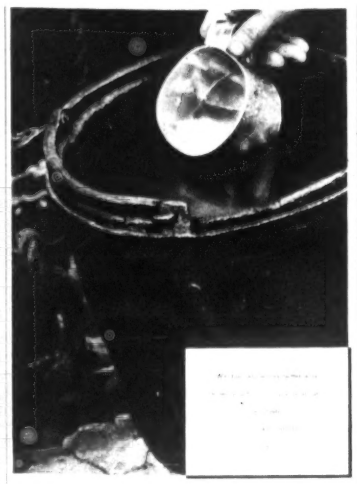
■ Ed Cox came to K&E as copy chief in June, 1933. Four months later, Mr. Brophy was the victim of a dreadful automobile accident in which he was nearly burned to death. It was apparent that he was going to have months of recovery, and much plastic surgery to undergo, and that he would be out of action for a long time so far as the agency was concerned.

At lunch, the late Otis Kenyon and Henry Eckhardt discussed the problem with Ed Cox. He suggested they hire Dwight Mills to take over the new business functions which had occupied D'Arcy Brophy. They did, and when Mr. Brophy returned to the agency, the three formed a kind of second growth triumvirate which moved the agency to a solid position in the front rank of New York agencies.

■ Ed was a creative man and an administrator, and he became vp, senior vp, vice-chairman, chairman, and now heads the K&E executive committee. It was his idea to codify and document K&E's working creative principles. He saw that Mr. Kenyon was basically an engineer and that Henry Eckhardt was a creative man with a flair for fashion. He saw how research could be turned into advertising so long as no one got the impression that research *was* advertising. So, "we've never had a conflict between research and creative in this agency; we've understood that one takes up where the other leaves off," he says.

Around K&E Ed Cox is permanently associated with the "Guide." It was his idea. It documents what K&E thinks. It is used to review periodically work in progress in the agency, to see how it measures up to the creative standards. It is must reading for all newcomers to the agency—of whatever rank.

"It hasn't made our best work any better, but it has improved the level of all our work," Ed says. #


FAVORITE—*Among Ed Cox's own favorite productions is this ad for Axton-Fisher's Spuds. It was paid the compliment by David Ogilvy of being revived when his agency acquired the Spud business.*

AD CLASSIC—*Ed Cox and Draper Daniels (now creative exec vp of Leo Burnett Co.) put together this famous Chesapeake & Ohio ad, which is included by Julian Watkins in his compilation of the "100 Greatest Advertisements."*

Management Magazines Weighs New Marketing Book

Management Magazines, Greenwich, Conn., publisher of *Management Methods* and *School Management*, has been interviewing personnel with a view to starting a new magazine reportedly to be called *Marketing Management*. Pres. William S. Kline declined to comment beyond saying that the company had discussed the plan. "We have no immediate plans," he said.

Mora Names Dever; Appoints Cole & Weber

Mora Chemical Corp., Seattle, has named Edward D. (Danny) Dever director of marketing, and has appointed Cole & Weber, Seattle, to handle advertising for its new product, Plant Food Sticks fertilizer pellets. Mr. Dever is on leave of absence from Feltis, Dove, Dever & Cannon, Seattle, radio-tv representative.

National Sets $750,000 Drive

National Lead Co., New York, will run color page and back cover ads for Dutch Boy paints in *American Home*, *Better Homes & Gardens* and *McCall's*, plus page color ads in *Look*, *Mechanics Illustrated*, *Popular Mechanics*, *Popular Science*, *Reader's Digest* and *The Saturday Evening Post*. The $750,000 campaign will run through September. National is also testing newspapers in two markets. McCann-Marschalk is the agency.

Wesley Has New Old Spice

Wesley Associates, New York, is the advertising agency handling the introduction of Old Spice Super Smooth shave, a new formula being introduced this month by Shulton Inc., New York. Wesley also handles other Shulton products. In an item reporting the debut of the new shaving cream (AA, April 17), Advertising Age erred in stating that Sexton Co. handles the account.

'Digest' Hikes Italian Rates

Reader's Digest will raise the rates of its Italian edition for the first time in three years in September. The b&w page rate one time, will move up from $1,200 to $1,370. At the same time, the 10% surcharge for bleed will be eliminated and a new 12% discount for 18 insertions over a 12-month period will be offered.

Johnston, Taylor Buy WRVM

WRVM, Rochester, N. Y., has been purchased from State Broadcasting Co. by James M. Johnston and Francis G. Taylor of Watertown, N. Y., at a price in excess of $400,000. The sale is subject to the usual FCC approval.

Phillips Names Dunas

Wm. E. Phillips Co., Los Angeles, discount chain, has appointed Edwin C. Dunas Co. to handle its $230,000 account, mostly in co-op funds. McNeill, McCleery & Cochran, Los Angeles, is the previous agency of record.

FRESHENER—*Titan Chemical Industries, Wichita, Kan., is test marketing its Exotic Fragrance air freshener in five midwestern markets via small-space newspaper ads and radio. Hall, Haerr, Peterson & Harney is the agency.*

Montgomery Ward Loosens Credit, but Plans No Ad Boost

Chicago, April 18—Montgomery Ward & Co. will not increase its national advertising expenditures this year, and will invest about the same as it did in 1960, John A. Barr, board chairman of the giant merchandiser, told Advertising Age today.

When Ward hired Campbell-Mithun as its agency earlier this month (AA, April 3), after four years without an agency, there was speculation that the company was contemplating stepping up its national ad effort. This, however, was denied by Mr. Barr.

"Campbell-Mithun was hired primarily to help us to increase the effectiveness of our local advertising and our catalogs," Mr. Barr stated. He described Ward's national ad program last year as "negligible" and added that he didn't know how much the company spent. PIB figures show that Ward spent $312,029 in consumer magazines during 1960.

■ At the same meeting Mr. Barr discussed the company's 1960 annual statement with reporters. Ward's net sales last year hit a record high of $1.24 billion, up 2.1% from 1959 sales of $1.22 billion.

Net earnings dipped sharply, however, plunging to $15,053,599 from the 1959 level of $30,656,537. Mr. Barr said Ward's earnings "declined more during 1960 than did those of many other other national retailers because of Ward's relatively large number of older stores, which are more susceptible to the competitive pressures of a recessionary economy." He pointed out that sales from the company's old stores were 5% lower in 1960 than in 1959.

As a "stimulus to sales," Ward is revising its credit terms this week and will no longer require a down payment for credit purchases, Mr. Barr said. In the past, the company required a $5 or $10 down payment for new accounts only. #

Bruning Retains Chudacoff

Chudacoff & Margulis, Los Angeles, has been retained by the western regional division of Charles Bruning Co., Mt. Prospect, Ill., office equipment manufacturer, to assist it in its direct mail, newspaper and trade publication advertising in that area. Buchen Advertising, Chicago, is the Bruning agency.

HOUSTON
CIRCULATION
Fact
No. 4

The Houston Post leads Houston's second paper in...

- TOTAL CIRCULATION DAILY AND SUNDAY
- TOTAL DAILY METRO AREA CIRCULATION
- TOTAL RETAIL TRADE ZONE CIRCULATION DAILY AND SUNDAY

More of your customers read The Houston Post than any other Houston newspaper.

MORE CIRCULATION AT NO EXTRA COST

THE HOUSTON POST

Houston's largest newspaper, daily and Sunday

Represented nationally by Moloney, Regan & Schmitt

The ONE magazine that COVERS the youth market...

No magazine covers the Youth Market as SEVENTEEN does because no magazine covers teen-age girls' interests as SEVENTEEN does. Heart-to-heart and cover-to-cover, SEVENTEEN talks with its more than 5,000,000 monthly readers about everything from fashions to food to their futures. They read it avidly, trust it completely. Result? Just as surely as April showers bring May flowers, advertising messages in SEVENTEEN result in *amazing buying action.*

it's easier to **START** *a habit than to* **STOP** *one!*

SEVENTEEN MAGAZINE, 320 Park Avenue · New York 22, N.Y. · PLaza 9-8100

LEARN HOW **SEVENTEEN's** UNIQUE SISTER PUBLICATION, **SEVENTEEN-AT-SCHOOL,** CARRIES YOUR ADVERTISING INTO HIGH SCHOOL HOME ECONOMICS CLASSROOMS.

PHOTOGRAPHIC REVIEW OF THE WEEK

Baldwin Miles Freyburger Farris Walt

CAMPUS TO CLIENT—*As a class project, four prospective "agencies" composed of Northwestern University advertising students were asked by their professor, Dr. Vernon Freyburger, to assemble a presentation for an ad campaign for Motorola stereophonic record players. After two months' work they made their presentations to Motorola executives who selected the All Nite Advertising Agency's presentation as the most complete and professional. Huntley Baldwin was the "agency's" art director and Mike Miles the account executive. Looking at the winning campaign are Dr. Freyburger; Robert Farris, Motorola ad director; and John Walt, Leo Burnett account exec whose agency really has the consumer products account. Winning "agency" men received portable transistor radios from Motorola.*

PRINCESS—*The Washington State Potato Commission will use the Potato Princess in its trade promotion. Consumer promotion will be in 82 markets in the Midwest and South on the "Dave Garroway Today Show" on NBC-TV during July, August and September.*

OUTSTANDING CITIZEN—*Sigurd S. Larmon (right), board chairman of Young & Rubicam, receives the American Heritage Foundation's outstanding citizen award from Harold W. Comfort, president of Borden Co., a trustee of the foundation, and a Y&R client. The award recognizes Y&R's register-and-vote newspaper ads as the most effective ones run by an agency in 1960.*

Skillin Bradford

Margules Guttenberg

AD EXECS—*Ad executives at the ANA meeting were Ken Skillin, Armour & Co.; G. A. (Tony) Bradford, General Electric Co.; Seymour Margules, Western Union; and Ed Guttenberg, Schenley Industries.*

Dixon Bolin Schroeter

Baumbusch Barrett Allport

Frost Smith Beard McMillin

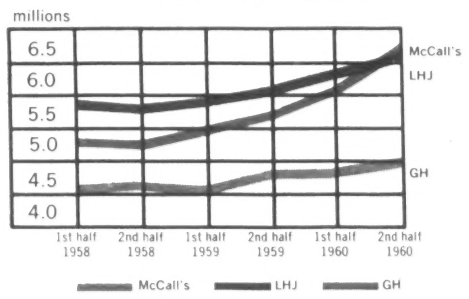
ANA SPRING MEETING—*Gathered at the spring meeting of the Assn. of National Advertisers in Washington were Paul Rand Dixon, chairman of the Federal Trade Commission; Roger Bolin, Westinghouse Electric Corp.; Harry Schroeter, National Biscuit Co.; Ken Baumbusch, American Home Products; Ed Barrett, Standard Brands; Peter Allport, president of the ANA; Donald S. Frost, Bristol-Myers Co.; Douglas L. Smith, S. C. Johnson & Sons; David Beard, Reynolds Metals Co.; C. T. McMillin, C. F. Sauer Co.*

when numbers are important, the biggest, most beautiful number of them all is...

McCall's #1 in circulation

McCall's	6,560,452
Ladies' Home Journal	6,550,415
Good Housekeeping	4,961,039

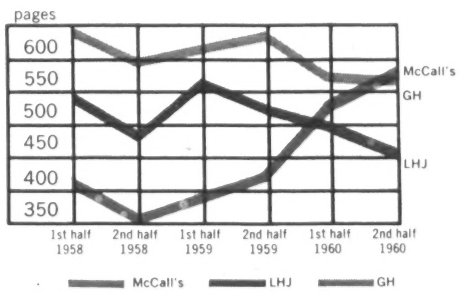
Source: ABC Average July December 1960.



McCall's #1 in advertising

McCall's	248 pages
Ladies' Home Journal	194 pages
Good Housekeeping	220 pages

Source: PIB Jan.-March 1961



McCALL'S: FIRST MAGAZINE FOR WOMEN.

Banzhaf Hits Use of 'Creative' in Ad Field, Suggests 'Hard Work, Intelligence' Instead

CHICAGO, April 18—Max Banzhaf, director of advertising, promotion and public relations of Armstrong Cork Co., last week criticized the way the words "creative" and "marketing" are used in the advertising field and offered some of his own definitions for the terms.

The occasion was the fifth annual Mid-America Industrial and Marketing Conference, co-sponsored by the Chicago, Indianapolis, Milwaukee and St. Louis chapters of the Assn. of Industrial Advertisers. Mr. Banzhaf was the keynote speaker for the meeting.

■ "Frankly, I favor the abolition of the generalized meaning of the word 'creative' from our lexicon of marketing," he said. "In its place, I recommend that we substitute the simple notion that creative in our jargon means nothing more than intelligence combined with hard work.

"And these two words, intelligence and hard work, are mutually inclusive. Like love and marriage you can't have one without the other, or at least you shouldn't try. But if you force me to choose between them, I favor hard work over intelligence merely due to the human predilection to seek all sorts of substitutes for the painful necessity of thinking. Thinking is the hardest kind of work and it's agonizingly painful."

Turning to marketing, Mr. Banzhaf criticized some admen who "have a notion that marketing is a form of intimidation or coercion or manipulation that can force people to buy any product, regardless of its merit or whether or not it's wanted or needed.

■ "This may be racketeering or economic feudalism, but it is not marketing under the American system of free competitive enterprise. And the sooner all of us in business, government and education rid ourselves of this false impression, the better off we'll be. This idea of marketing as a manipulation force is what gives rise to the current vogue in intellectual circles of casting the business man as one of society's greedy, grasping villains."

He defined marketing as a "coordinated effort toward achieving the prime objective of the company—serving the needs of the market."

■ Mr. Banzhaf took a crack at the fetish over television ratings by charging that "everyone else except the consumer advertising man seems to know that ratings aren't everything. There are so many other things that are at least as important—the caliber of the audience reached, the amount of sponsor identification and the impact of the impressions created—other factors that from both a public and an advertising viewpoint merit attention right along with the rating.

"But do the people whose job it is to worry about these things give them much attention?" he asked. "Evidently not, judging by their actions. So the rest of us laugh and call them silly for being such slaves to a yardstick instead of really thinking."

The Armstrong executive also charged that similar yardsticks are used in the industrial ad field. "We judge the value of a medium by its cost or by the number of people it reaches," he said. "This is just another form of the same numbers game played by the people who buy television and leads to the same kind of poor decisions and bad practices."

■ Mr. Banzhaf warned his audience that American companies will have to do a better advertising and marketing job in future years because of strong competition from foreign companies.

Pointing out the high costs of personal selling, Mr. Banzhaf stressed that the balance of the selling job "must be done with advertising of one form or another but to do it, it must work harder than it has in the past."

"Even though I think most industrial advertising budgets are too low, the answer is not to spend a lot more advertising dollars. That would defeat the purpose. The answer is greater impact for the dollars we spend. This means working harder to get facts and information that are of real help and appeal to the buyer. It means more care and more work and some additional dollars to present those facts in a more attractive or appealing manner," he said.

Steven J. Shaw, *Purchasing Week*, and Bradley A. Burnside, *House & Home*, were named co-winners in the competition for the Midwest's top business publications ad salesmen sponsored by the t.f. Club of Chicago. They will split the $500 first prize. #

HOUSTON CIRCULATION Fact No. 5

In the most recent audit year The Houston Post gained more daily and Sunday circulation than both other Houston newspapers combined.

POST

	Daily	Sunday
1960	216,538	233,978
1959	207,921	216,776
Gain	8,617	17,202

CHRONICLE

	Daily	Sunday
1960	200,412	226,544
1959	195,957	218,294
Gain	4,455	8,250

PRESS

	Daily
1960	102,554
1959	101,767
Gain	787

ABC White Audits for 12 months ending 9/30/60

(Post daily circulation 6-day Chronicle, Press 5-day Mon.-Fri.)

THE HOUSTON POST

Houston's largest newspaper, daily and Sunday

Represented nationally by Moloney, Regan & Schmitt

HAIL SELASSIE—*Adams & Keyes, agency for Ethiopian Airlines, has this ad scheduled for April and May issues of The New Yorker, Time and seven travel industry publications, hailing "His Imperial Majesty Haile Selassie I, Emperor of Ethiopia," identified as "the most air-minded man in Ethiopia."*

"The government has only itself to blame for the destruction of this important segment of national transportation."

Edgar F. Luckenbach, Jr., president of the 110-year-old Luckenbach Steamship Co., announces the decision to abandon domestic shipping operations, as quoted in Traffic World, the weekly newsmagazine of transportation management. Reprint on request, 500 Summer Street, Stamford, Conn.

'Electronic Packaging' Bows

Electronic Packaging and Production, a new bi-monthly magazine aimed at mechanical engineers in the electronics industry, has made its debut. The new book will have a controlled circulation of 15,000, and the onetime b&w advertising page rate is $595. Publisher of the new business publication is Milton S. Kiver Publications, 222 W. Adams St., Chicago. It will be represented by Dillenbeck-Galavan Inc., Los Angeles, and W. J. Martin Associates, New York.

Rock Joins 'Washington Post'

The *Washington Post* has appointed Lewis B. Rock Jr. assistant promotion manager. For the past three years Mr. Rock had been assistant to Secretary of Agriculture Ezra Taft Benson in charge of press and public relations.

JWT, EWRR Top U.S. Agencies in Profits in Britain

(Continued from Page 2)

revealing any dark secrets. Such figures, he said, are available for virtually all British companies which have more than 50 stockholders.

Mr. Dutton stressed that these profit figures were *before* taxes. He noted that corporation taxes in Britain take about 50% of gross profits.

Using this 50% tax rate to get net profit figures, the LPE executive related earnings to the 1959 billings figures compiled by AA.

"The net profit," he said, "would range from 2% for Erwin Wasey to 0.6% for McCann-Erickson, with Benton & Bowles in the red 1.1%."

■ These figures, made public for the first time, show highly varying performances. For example, EWRR presumably had net profits of $400,000 in 1959 on billings of $20,800,000. This represents a return of 2% on billings but nearly 15% on commissions received by the agency.

On the other hand, JWT, with 1959 billings of $38,000,000, nearly twice EWRR's total, apparently earned only $500,000 after taxes.

These earnings figures are shown along with billings in the table above.

■ Mr. Dutton did not report earnings for any British-owned agencies but he did say that his own agency "would like to make 1.5% after taxes but under the conditions operating in 1959 we were happy with 1.25%."

LPE billed $38,157,000 in 1959 and its net was therefore $476,800.

Mr. Dutton commented that "some" of these figures "must be very encouraging to the American owners."

In his half-hour talk, the British agency executive ranged over the entire world to present a capsule picture of the agency scene.

Mr. Dutton divided the world into Grade I, Grade II and Grade III areas in terms of agency service. He contended that outside of the U.S. and Canada the only place where Grade I service is available generally is in his own country, Britain. By Grade I service, he pointed out, he meant a full range of facilities—creative, merchandising, research, radio, television.

■ In other countries, he said, there may be one or two agencies with Grade I service—but then there is a big gap between these agencies and the rest of the field. Mr. Dutton said LPE classified Sweden, Germany, France, Holland, Belgium and Italy as Grade II areas. "Some," he added, "where there are strong U.S. agency offices, as in France and Germany, border on Grade I. Others, such as Italy, we reckon, on the average, as only just making the Grade II category."

Mr. Dutton said that "when you come to the vast continents of Asia, Africa and Australia, the Grade II areas are rare."

■ Mr. Dutton said LPE has tried to cope with these differences in quality of service by setting up a separate international division, Intam, which seeks "to make the best use of facilities available and superimpose them on our own standards." Intam has offices in some markets but works primarily as a London-headquarted export agency, maintaining associate relationships with local agencies. Mr. Dutton cited South Africa as an example of the difficulties involved in local office operations.

"It is essential," he said, "for an agency in the Union of South Africa to operate fully equipped offices in at least three centers more than 500 miles apart. Total commissionable billings among all agencies is about $20,000,000. Competition among agencies is fierce. There's not much profit left for expanding the service.

■ "Agency service there is primarily creative. One of our creative directors, now on the verge of retirement, went out three years ago to help them out for three months. He said it took him back nearly 30 years. Life in Intam-South Africa was like it used to be in LPE in the early 1930s. It's not that South Africa agency people don't know of the wider services that could be given—there's just not the margin to do it yet." #

U.S. Agencies in Britain

	Gross Profits		Billings
	1958	1959	1959
J. Walter Thompson	$735,266	$1,080,676	$38,080,000
Erwin Wasey, Ruthrauff & Ryan	538,468	815,421	20,848,800
Young & Rubicam	743,587	690,659	16,000,000
McCann-Erickson	175,964	85,744	7,000,000
Foote, Cone & Belding	262,323	263,020	12,309,881
Hobson, Bates & Partners	123,102	58,741	6,018,611
Benton & Bowles	205,055	(64,582)	5,357,000

Post Co. Names Beebe Vice-Chairman of Newsweek Inc.

NEW YORK, April 18—Newsweek Inc. and Washington Post Co., linked March 21 when Post Co. bought control of the magazine, today made news at the personnel and agency levels:

Frederick S. Beebe

• *Newsweek* announced that it is switching its account, billing about $500,000, from Fletcher Richards, Calkins & Holden to N. W. Ayer & Son.

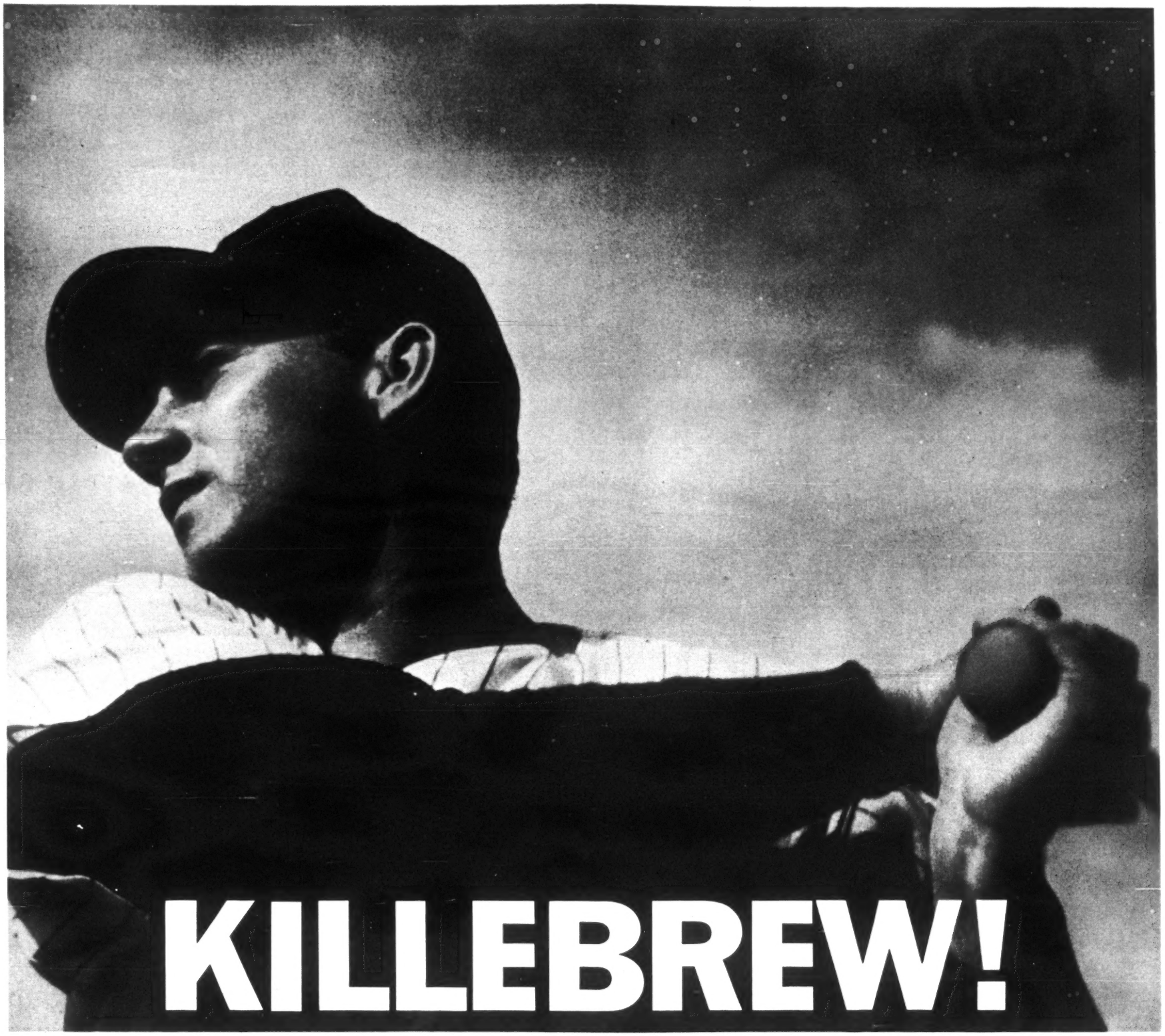
• Frederick S. Beebe, New York legal counsel for Post Co. and a partner in Cravath, Swaine & Moore, was elected chairman of the board of Post Co., and vice-chairman of *Newsweek*.

■ Announcement of Mr. Beebe's election was made by Philip L. Graham, president of Post Co. and chairman of the board of *Newsweek*.

Mr. Graham said he had asked Mr. Beebe "to continue his close association with me by becoming, in effect, my partner in the operation of Post Co. and Newsweek Inc., in which Mrs. Graham and I own the voting stock." Mr. Beebe will assume his new position June 1, and will maintain offices in the Newsweek Bldg. here.

At the same time, *Newsweek* promoted Robert S. Saalfield Jr. to Midwest advertising manager, a new post. Formerly manager of the Pittsburgh office, Mr. Saalfield also will direct the Cleveland office. He will be based in Akron. O. Richard B. Rogers, formerly Cleveland manager, succeeds Mr. Saalfield. #

THE NEW FACE OF THE UPPER MIDWEST



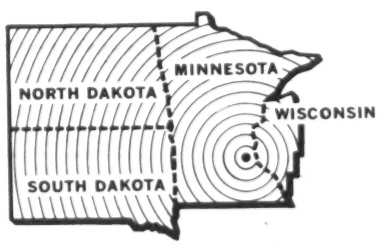
You're looking at murder in motion. It's Harmon "Killer" Killebrew, raw-boned young slugger for the new Minnesota Twins. Last year, Killebrew and his team-mates shared in the team's best season in 14 years. "Murderers' Row"—Killebrew, Jim Lemon, Bob Allison and Earl Battey—hammered out ninety-nine home runs, a four-man record second only to that of the New York Yankees!

This year the foursome hopes to sweep the American League with its power. And since Harmon Killebrew is one of baseball's brightest prospects to beat Babe Ruth's all-time home run record, it's a far from impossible dream!

Harmon Killebrew and his team-mates are an exciting addition to the Upper Midwest, where sports enthusiasm and progressive action joined hands to make the coming of major league baseball a reality. (Big League football, too, with the National Football League's new Minnesota Vikings in September, 1961.) That's the way things get *done* in the Upper Midwest. In terms of building, buying, selling, teaching, learning, growing—or even just relaxing—the Upper Midwest is one of the stablest, yet most dynamic areas in America.

Let us help you reach this vital market.

Copyright 1961, Minneapolis Star and Tribune Co.



Minneapolis Star *and* Tribune
EVENING MORNING & SUNDAY

655,000 SUNDAY · 525,000 DAILY

JOHN COWLES, *President*

in Hartford it's the and in the Hartford Courant it's

In wealthy Connecticut, second only to Alaska in family buying power (Sales Management 1960 survey), and first in life insurance and stock ownership, the HARTFORD COURANT occupies a unique position. It is the largest morning newspaper in the state, and largest in all New England outside of Boston. Among newspapers of 100,000 circulation or larger it is also the fastest-growing in New England (ABC Publisher's statement, September, 1960). Founded in 1764, the HARTFORD COURANT is the oldest newspaper in America and ranks high among the country's finest in prestige, influence and reputation for integrity. The HARTFORD COURANT, with more than 157,000 circulation, reaches over 30,000 more homes than any other Connecticut newspaper—morning, evening or Sunday. It is the only Sunday newspaper in the two-billion-dollar, four-county Hartford market which makes up practically half the state. Two week-end newspapers in Hartford distribute syndicated Sunday magazines. But the first newspaper, the SUNDAY COURANT, distributes PARADE... and has done so every year since 1949.

In 59 of its 65 key markets PARADE is distributed by the largest (or only) Sunday newspaper. This includes 8 of the 13 big metropolitan markets—such as Washington, St. Louis and Miami—where one or more of the other syndicated Sunday magazines also is distributed. The results you get from a syndicated Sunday magazine depend on the newspapers that distribute it. Market by market, PARADE newspapers invite comparison.

PARADE — THE SUNDAY MAGAZINE SECTION OF STRONG NEWSPAPERS THROUGHOUT THE NATION REACHING 10 MILLION FAMILIES EVERY WEEK.

Advertising Age

Feature Section

With Charity Toward Advertising—Hyde

Employes Get Product Data

Ad Industry Deserves Better Sell—CM

Peeled Eye Goes International

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Agencies Ask Us . . .

Agency Judgment in the Million Dollar Spotlight

By Kenneth Groesbeck
Advertising Agency Consultant

"The bigger the stake, the wider the differences of opinion." Is this true or false?

The question is a composite one, arising from agency inquiries provoked by certain gasoline advertising campaigns on which millions of dollars are being spent, but which differ so widely in their attacks on the problem.

Kenneth Groesbeck

"Why," ask many agency people, "does one great company base its advertising approach on quality and performance of the product, while another bets its millions on service rendered by the station operator?"

Differing choice of media does not perplex inquirers as much as such a wide divergence in basic appeal. This is understandable. There is reason for selecting one medium against another, when circulation is well understood and ascertainable, in numbers as well as in character. The problem here is almost mathematical. The "knowns" far outnumber the "unknowns."

To which my agency friends will respond: "In the case of basic gasoline appeal—what advertising approach best sells the product—do the 'unknowns' so predominate as to account for the wide divergence in strategy?" This may well be the case.

■ The question is best approached, I think, by setting down all the generally accepted reasons for a motorist using one gasoline as against another. See if you can arrange them in order of importance, and see if you have any success in evaluating them in terms of relative strength.

Basic gasoline appeals may be said to be as follows:

Price
Availability
Service at station
Performance of product
Company image

Anything else you may think of will be found to be either a combination of two or more of the above or the same thing in other words. Thirty years ago writers of gasoline copy were worrying about the problem of which of these appeals to use first, and after all this time and all this money spent, we haven't agreed yet. Extraordinary!

Of course we know appeals may be composite affairs. But theoretically it should be possible to say, "I buy this gas primarily because it performs best in my car, secondarily because it's handy, thirdly because I like the station's service," or whatever your components may be.

We do this without undue difficulty in the case of food products. Granted we have to eat. This settled, we prefer one food against another primarily because it tastes good, secondarily because it is good for us. If this seems over-simplified, realize the almost insuperable difficulty of selling any food which does *not* taste good.

If performance is the first selling point for gasoline, as would seem to be the case, how can we justify advertising which sells company reliability or excellent service at the pumps? Are these, by any chance, thought of as other words for performance? Are they stronger, more memorable words to convince the motorist of product behavior?

Or are they strategies employed, not because they are best, but because they are less usual, more easily accepted by the advertiser?

■ Or, is agency judgment hampered by the very size and importance of the problem? Does the greater responsibility inherent in expenditures of millions of dollars cause hesitation, straddling, hedging, playing it safe rather than going all out on a single theme?

Agencies don't seem to know the answer, and neither do I. If agencies knew, they would agree on the number one essential of their advertising approach, and vary only in the ability displayed in expressing it and putting it where it reaches the most desirable people for the least money. If I knew, I would be writing much more surely, instead of leaving a lot of questions dangling in mid-air.

■ About the only affirmative comment which might be made is to wonder to what extent motivation research, for example, has been employed to ascertain why motorists buy one gasoline in preference to another. One would assume, in a problem of such importance, that every possible endeavor has been made to answer the question with scientific exactitude. The fact that I am unaware of such research must be due to my own ignorance. Yet, if the facts have been ascertained, how account for the great divergence in strategy?

We can't get out of the dilemma by calling this a problem which can only be approached by the exercise of judgment, which is of course combined experience and common sense. No, here there must be some facts which could be discovered. Here there must be a definite foundation on which we can build something which is likely to endure.

I think we are forced to the conclusion that no such foundation has been erected at present. As advisors to companies spending millions of dollars, have we failed to dig for a foundation strong enough to support such an immense super-structure? And if so, why?

* * *

RECOMMENDED READING, especially for fathers of teen-age boys, is John Steinbeck's "Conversation at Sag Harbor." It's in March *Holiday*; a magnificent piece you simply must not miss. #

* * *

Kenneth Groesbeck's most recent books on agency procedures are available direct from their publishers. They are "Advertising Agency Success" (Harper & Bros., 49 E. 33rd St., New York, $5) and "Answers to 317 Agency Problems" (Moore Publishing Co., 48 W. 38th St., New York, $4.95).

Plumbers, Musicians O.K., but Admen? . . .

Is Advertising Moral?

Samuel Hyde, a 20-year veteran in advertising and public relations, believes that some people vaguely suspect advertising of being dishonest. Herein, he examines the charge and gives a simple answer. The article appeared originally in America, National Catholic Weekly Review, and is reprinted by permission.

By Samuel Y. Hyde
Manager of Industrial Advertising, American Can Co., New York

At the turn of the century, and for some twenty years thereafter, the Wall Street banker was the target for cartoonists and professional satirists of all kinds. With his silk hat, his paunch and his gold watch fob he was the subject of countless barbs and quips.

By 1925, however, a new whipping boy had been found—the all-American salesman. The brash, glib, never-say-die salesman was ridiculed in song and story.

Today the Madison Avenue huckster is the popular scapegoat. Fortunately, admen are a pretty durable lot, and no sympathy need be wasted on them.

One factor in this mounting criticism is of some concern, however. A number of people seem to have the vague suspicion that the business of advertising, i.e., persuading people to buy goods or services, is in itself dishonest.

■ An insurance salesman, a plumber, a musician or a dentist is generally recognized as making a worthwhile contribution to society. The advertising man is often regarded as one who somehow manages to ply his trade legally but whose business is basically unethical.

The writer naturally holds no brief for advertising that is false or grossly misleading. He has no argument with those critics who deplore exaggerated claims or bad taste in specific advertising campaigns. The thesis of this study is that advertising is not immoral, per se, and that it operates within the bounds of Christian ethics in seeking to persuade consumers to buy goods and services, whether or not such goods and services are needed.

The duty of advertising is to inform the public about goods and services. The facts are presented through various media in an attractive manner in order to persuade people to buy. In other words, advertising not only provides *news*, but it frequently provides the *urge* for people to buy products and services offered.

■ The goal of advertising is to create a demand for goods or services. Speaking before the eighth annual Marketing Conference of the National Industrial Conference Board, Howard J. Morgens, president of Procter & Gamble, declared: "Advertising can and does create new markets. It can do this more rapidly, more intensively and less expensively than any other method of selling the consumer." That the power of advertising to create a demand for goods has resulted in mass production and lower costs to the consumer is one of the economic facts of life. Sir Winston Churchill once said in a speech:

"Advertising nourishes the consuming power of man. It creates wants for a better standard of living. It sets up before a man the goal of a better home, better clothing, better food for himself and his family. It spurs individual exertion and greater production. . . ."

Commenting on the recent rash of criticism of advertising and marketing, Dr. Dwight L. Gentry, professor of marketing at the College of Business and Public Administration, University of Maryland, states succinctly:

"If industry is to employ people, it must produce. No one has yet found a way to continue producing without distributing and consuming. In our economy we look to the market to determine what should be produced and distributed. This has long been referred to as the freedom of consumer choice."

■ Who are the critics of advertising? There are intelligent critics who are alarmed or outraged at advertising that oversteps the bounds of good taste. It is worth noting that these critics are found more often in the ranks of professional advertising people than in any other group. National advertising associations, to protect the interests of their own members, work diligently to censure undesirable advertising and to raise advertising standards in every way. Notable among these self-regulating groups is the Committee for Improvement of Advertising Content, which is sponsored jointly by the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

The media used by advertising are themselves business organizations that cannot hope to flourish without the confidence of the consuming public. If a newspaper or radio network carries fals

or misleading advertising, it quickly and emphatically hears from irate consumers, who often tend to blame the media rather than the manufacturer for fraudulent claims or defective merchandise.

■ Publishers, managers of radio and television stations, and other members of the business community who wish to stay in business themselves, constantly police ads that are offered to them, for they know that maintaining high standards of advertising is an important factor in winning the consumer's confidence.

A recent issue of *Changing Times, The Kiplinger Magazine* (September, 1960) lists regulatory agencies which have strong censorship powers over advertising: the Post Office Department, which bars the mails to false and fraudulent ads; the Federal Trade Commission, which can bring any advertiser to heel for false or misleading statements; the Securities and Exchange Commission, which regulates ads promoting securities; the Federal Power Commission, which oversees ads of public utilities; the Civil Aeronautics Board, which has the same function for airline ads; the Federal Home Loan Bank Board and Federal Savings and Loan Insurance Corp., which jointly regulate ads of federally-chartered savings and loan associations as well as state-chartered associations with federal insurance; the Farm Credit Administration, which oversees ads concerning federal farm loans; the Agriculture Department, which looks at ads for insecticides, rodenticides, meat products and seeds; and the Defense Department, which can bear down on ads of defense contractors.

There are some who attack advertising in an effort to discredit the entire system of free enterprise. Yearning for some form of controlled economy, they attack advertising because they know it is the spark plug of American business.

■ When Soviet Prime Minister Khrushchev made his first visit to the United States, Erwin Wasey, Ruthrauff and Ryan Inc., one of the nation's leading advertising agencies, ran a full-page ad in leading American newspapers. The headline of this ad—"Let's ask Mr. K why there's NO MADISON AVE. IN MOSCOW"—might well be the subject for a detailed study of advertising.

It will be worthwhile to quote a few paragraphs from this informative ad:

"One of the world's advances that the Russians do not claim as their own invention is advertising. It is unlikely that the Soviets ever will make that claim. That's because advertising and capitalism are inseparable. And Khrushchev has said that the Communists will try capitalism when shrimps learn to whistle.

"No wonder advertising is not claimed by Russia. Advertising dares to go before the people and ask them to make a free choice.

"Through sales created by advertising we create our own wealth. That's worth repeating. We create our own wealth. No committee does this for us. No agency of the government. No double-dome master mind. No Politburo does this—no Politburo could do it! The very people who make the products are the consumers.

"Individual American businesses work, sell and ask for our choice. That is what increases sales, incomes, profits—and pays our taxes. Yes, let's not forget—paying the taxes. American business, propelled by advertising, creates enough, sells enough, earns enough, to pay the taxes for our own country and still send billions to all but a few of the Free World Nations."

■ Critics who question the morality of advertising have raised shrill voices in protest against current advertising practices. They would have us believe that techniques of advertising are so refined, and the impact of advertising is so great, that Mr & Mrs. Consumer can no longer resist the urge to buy. Obviously, this is nonsense.

Artists and copywriters, actors and musicians, designers and economists put forth their best efforts to persuade the consumer to buy, but by no stretch of the imagination can it be said that the advertising which results from their combined efforts will *compel* anyone to buy anything. The final decision—to buy or not to buy—is the consumer's.

Granted, then, that there is no duress, that freedom of choice is firmly in the hands of the consumer, what precisely is the charge against the advertiser?

■ It has been suggested that the arts of persuasion used so effectively in advertising are in some way unethical. Although there are references to this alleged immorality in Sunday sermons from time to time, and occasionally in magazine articles, this writer has not seen or heard any of the critics advance proof positive of advertising's immorality.

Dr. Ernest Dichter, president of the Institute for Motivational Research, has pointed out it is not the art of persuasion which is questionable, but the purpose of the persuasion, i.e., the goal. Persuasion, like education, can be used for good or evil.

■ Those who criticize advertising on moral grounds must first decide whether or not the goal (e.g., the possession of a speedboat, a movie camera or a second car) is immoral.

The question is not whether such goods are necessary or desirable. It is whether or not any point of ethics is violated by the advertiser when he attempts to persuade consumers to buy these products.

■ One of the areas of uneasiness about advertising is the business of determining *appeals* to be used to sell goods or services. Camera manufacturers go back and back in their research to determine how the eye and the mind perceive images, in order that they may devise film and lenses and cameras to serve the public and to provide them with images on paper that are true and that please the eye. All industry is finding, through research, how to produce better products.

Similarly, advertising has sought to make its product—the advertisement—more effective. It has done this by searching more and more deeply into the motivations that prompt people to buy. Probing in this area has uncovered some base motivations. Advertising's critics do not enjoy seeing these base motivations appealed to as a means of securing sales. They are right, and they should know that most business men agree.

■ There are some companies whose morals are not of the highest. This applies to advertising agencies as well as to the manufacturers whose products the advertising agencies are trying to sell. Perhaps these individuals employ base appeals that are blatant and obvious, and they may even be successful in selling products. Yet they do not serve the manufacturer well in the long run. To employ these base appeals in order to "turn a buck" is not commendable. Such abuses, however, are not representative of advertising as a whole.

Some critics of advertising seem to feel that advertising techniques employed to sell soap and chewing gum can be used to accomplish devious ends, such as electing a public official against the real wishes of the people. The men and women engaged in advertising know their own capabilities, and they know that such a thing is impossible—just as they know that they cannot successfully sell a product if they advertise dishonestly. Advertising people are thus taken by surprise at such an accusation, and they feel a little helpless in the face of it, especially when the accusation is made by a member of the clergy.

Advertising people give of their time each year to certain efforts of the Advertising Council. The fight to prevent forest fires was the first of a long list of those efforts. Fighting disease is another campaign undertaken by the Advertising Council. Preventing accidents is another. Not the least of these efforts is one addressed to the problem of encouraging people to go to church. If these efforts are successful, would it not be unfair to say that advertising lacks morality?

The current attack on advertising deserves thoughtful attention. Those who observe from the vantage point of the clergy would serve themselves best by speaking with great care about what is bad in advertising, lest they speak uncharitably about much that is good. #

Tips for the Production Man . . .

Hey There, Cheltenham!

By Kenneth B. Butler

The tremendous changes that have taken place in advertisement composition, layout and illustration have been starkly brought home to me as the result of reading the 1925 edition of a book copyrighted in 1917. The name of the book is "The Typography of Advertisements that Pay," written by Gilbert P. Farrar. The book was loaned to me by one of my readers, Henry L. Feinsinger of Philadelphia.

This was the "Age of Cheltenham" and Mr. Farrar made it very plain that you could not go wrong with either Caslon, Bookman, or Cheltenham. There are some who still think so, today.

Ad space was smaller in those days (fewer full pages, practically no spreads) and within the confines of agate space advertisers whose examples were praised were not afraid to fill the space, mostly with words. They leaned heavily on copy.

There were very few actual photographs. This is strange, because photography was not exactly unknown in the period from 1917 to 1925. What few photographs were used were mostly of the outline variety. Most of the illustration was art drawn. Illustration occupied much less space; was noticeably less dominant.

Main headlines were miniscule in size compared with today, and there were numerous sub-heads, frequently sized nearly as large as the main heads.

■ Nearly every advertisement was enclosed within a box of some sort. While some of these boxes were made with printer's borders, many were art drawn and it was sometimes difficult to determine if the advertiser was offering borders for sale or merchandise. Ornate embellishment abounds everywhere.

Little use was made of white space, and little attempt was made to draw the reader down through the ad. Trademarks and signature logos were rarer in use, and much smaller than today. The ads, by today's standards, certainly looked "junky."

Author Farrar, a sort of "creative man" of his day, wrote that a border is "millinery" at its best . . . "an aid," he wrote, "not the chief." Though he was not too fond of borders, most of the ads which he pictured as current examples did feature four-sided borders.

Copy, instead of being contained in neat blocks, was pretty much sandwiched around other components of the ad, such as illustrations or trademarks. Thus there was almost a total absence of alignments, balance, or dynamic arrangement of ad elements. #

THE AGE OF CHELTENHAM—*Typical typography of national advertiser in March, 1915, appearing in Ladies' World. Type played a bigger part, illustration a lesser role . . . both played second fiddle to boxes and borders. It was not until the mid-'20s that headlines expanded, copy contracted, and borders gave way to white space. By 1925 Goudy had almost replaced Cheltenham as a display typeface for headings.*

Employe Communications . . .

Along the Communications Newsfront

By Robert Newcomb and Marg Sammons

Talking Product to Employes

Readers of *TV Guide* and *Family Circle* are currently finding an off-season Christmas gift in the centerfold of these publications. It is a four-cup sample packet of the new Instant Sanka which Maxwell House is introducing to the national market. This introduction to the newsstand readers of these two publications (by-mail subscribers get a redeemable coupon instead of the packet) runs, of course, into several million bags.

Apart from the technique with which the printers made the bags stay put, this is probably all old stuff to the veterans of merchandising. What makes it significant in the field of communications, however, is that Maxwell House management decided that each employe should receive a sample also. It was tucked into their current issue of the employe magazine. In the adjacent article the employe had the full story of the improved product; how it was conceived, sampled and launched. The agency participation was pictured, described and applauded. To any neighbor with a question about Instant Sanka, an employe had only to say: "Fire away."

How many employes were involved in this masterful sharing of information we don't happen to know. Whatever the number, that's the number of good-will

FACT: If all families in the U.S. had bought 1961 models in the last three months of 1960 the way SPORTS ILLUSTRATED families did, Detroit would have had a 4,500,000-car 1961 before 1961 even started. (And the imports would have had a 500,000-car 1961 as well.)

A recent survey showed that SPORTS ILLUSTRATED families (less than 2% of all U.S. families) bought nearly 12% of all the 800,000 1961 model cars sold and registered before Dec. 15, 1960. (About 1 in 10 cars they bought were imports.)

This figures. For with a median household income of $10,835 (one of the highest of all magazines) and a median household head age of 42 (one of the lowest) families like these should be far and away Detroit's best customers, rain or shine. Practically as many already own two or more cars as own one car.

And because they're active families—or they wouldn't be fans of a magazine like SPORTS ILLUSTRATED—they would not only naturally be among the first to respond to the announcement ads, but also responsive throughout the year to the idea of buying and driving a new car.

SI is a basic buy.

ambassadors Instant Sanka recruited for itself with one intelligent, sweeping, internal relations gesture.

Letting the Customers Know

In Philadelphia, SKF Industries has recently discerned the value of emphasizing its good employe relations practices to its customers. The company has prepared an eight-page booklet which highlights the personnel policies and employe benefits such as its wage and salary program; education and training; group insurance; research and development, etc., and mailed it to a picked external group.

A company vice-president, Thomas F. Morris, said: "We expect to see more personnel activities featured in total marketing programs as the concept of broader and deeper company sales involvement and effort spreads during the '60s." Thus good personnel policies and practices, in one company at least, become part of the total sales package.

The plan has more than public relations merit. Although he doesn't know it yet, a midwest manufacturer last month lost out on a lush order—not because of price nor of quality. He lost it because his company has a bad labor relations record and the prospective customer was afraid a labor tie-up would cripple deliveries.

The World of Communication

Employe publications of the Bell Telephone System are currently featuring telephone products in color in attractive gatefolds, with an accompanying quiz so that readers can tell how many of the 365 individual items they can identify. Once again—getting the employe as close as possible to the product . . . The question-and-answer technique (frequently patterned after *U.S. News and World Report*) is growing in use and acceptance in employe publications. Surveys are showing that it's effective in explaining difficult economic points to plant employes.

Footnote: The union newspapers are using it too—the *United Rubber Worker* uses it to explain nomination and election procedures under the reporting-and-disclosure act . . . Back covers of employe publications are used widely for company advertising, often with swatches to explain the purpose and scope of the ad to employe readers. A new, growing use for alternate issues: A column of news flashes, of business interest to employes. Good examples: Hardware Mutuals, Stevens Point, Wis.; Scintilla Division, Bendix Corp., Sidney, N. Y. #

On the Merchandising Front . . .

Expansion Ahead for Service Departments

By E. B. Weiss

For most mass retailers, the fastest-growing (and perhaps the most profitable) departments for the next few years will be departments merchandising a mushrooming variety of *services*.

E. B. Weiss

This promises to assume the proportions of an extraordinary development. It means that some mass retailers whose service departments have represented only 1% or 2% of total volume —will be reporting, within a few years, up to *10%* of their total volume from these departments. And it may mean, for some mass retailers, that service departments will be contributing as much as *15% and even more* of total net profit.

While the service department is by no means new in mass retailing (optical departments, beauty salons, watch repair departments have been common for many years), store management has tended to give small executive consideration to service departments because they have been so few in number, such small contributors to volume and profit, and have tended to remain almost static.

■ But now, an era of vigorous competition in the development of service departments looms directly ahead. Consequently, top store management will be compelled to train its sights on these departments.

So let's take a closer look at the service department:

First—What is the range of the service department?

The service department, traditionally, included the big three—beauty salon, optical, watch repair. These three will become larger.

Then the second and tertiary service departments will expand. This will include various repair services—ranging all the way from handbag repair to fabric mending.

But these will represent merely the beginning. From these points, the service departments will be broadened to include such areas as:

1. Supervision of home construction—especially with respect to the second home for the two-home family and especially involving pre-fabricated homes.

2. Extension of the home decorator service both in home decoration and in other professional and semi-professional services—for example, bridal service may be extended to include the wedding itself.

3. Addition of merchandise departments which formerly were either non-existent or were laggards because they involved some degree of service—the recent growth of auto tire departments in department stores and variety chains would be an example. Dispensing gas and oil, plus lubrication service, is now spreading among the food supers and the discount chains. The installation of the "packaged" kitchen would be another example.

4. New types of home-aid services. Rug cleaning service would be just one example. In hundreds of communities small services have sprung up which supplant the domestic servant—dusting, waxing, window washing, etc. These will be taken over by mass retailers.

5. In addition to selling garden supplies, mass retailers will arrange to mow lawns, take care of the garden, offer professional planning services for gardens.

6. Diaper services will be offered. Ditto for linen services—perhaps complete laundry services.

7. Insurance and mutual funds will be sold by retailers both over the counter and in the home. Estate planning will become a function of the mass retailer.

8. Now that dry cleaning services are to become available via automatic machines, some mass retailers will definitely offer this service as well as automatic washer or launderette service.

9. The various service chains that have sprung up to service the automobile —seat cover chains, muffler chains, etc.— will be duplicated by mass retailers.

10. The credit card will be sold by mass retailers. Why not?

11. The rental concept will be exploited by retailers as a service function—this will include not only rental of home appliances, power tools, etc., but even auto and perhaps truck rental.

12. Home repair and home modernization services will multiply.

The list of existing and potential service departments is a long one. It is reported that Montgomery Ward has under consideration *no less than 69 types* of consumer services! (The chairman of the board of Sears Roebuck has publicly announced that Sears will concentrate strongly on the expansion of present and new service departments.) And, with respect to Sears, it is pertinent to point out that Allstate Insurance Co. (a service department), will pay $20,000,000 in dividends to the parent Sears organization this year—a larger net profit than the net profit of most mass retailers!

■ Service departments tend to offer the following advantages to mass retailers:

A. The requirements for space on the selling floor are usually small. The dollar volume per square foot of selling space is usually extremely high.

B. The need for reserve stock area and for warehouse space tends also to be low by traditional standards of regular departments.

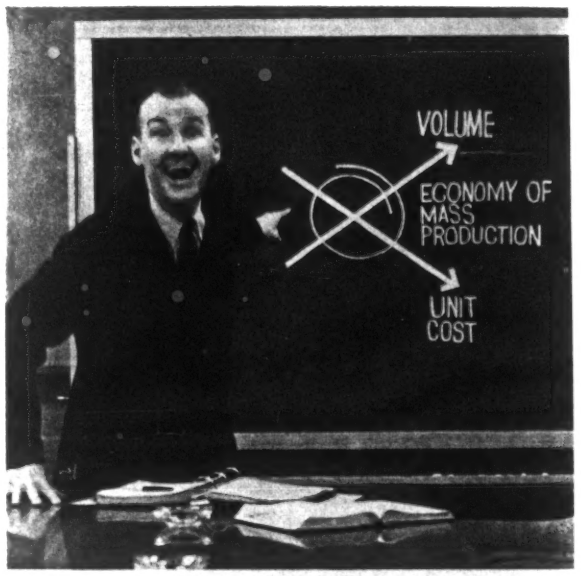
C. Mark-downs tend to be considerably less than store average.

D. Margins tend to be particularly attractive.

E. The various types of discount chains may *eventually* get into most of these

The Creative Man's Corner . . .

It Isn't That Simple



Miracle at spot marked X

It happens every day. **Advertising builds mass demand. Production** goes up—costs come down. More people can buy—more jobs are created. These are the ingredients of economic growth. Each stimulates the next in a cycle of productivity and plenty which constantly creates a better life for you.

ADVERTISING → MASS DEMAND → MASS PRODUCTION

Let's Keep Rolling Ahead

The character in this ad does not look unlike Noel Coward. It probably isn't, but Noel Coward or not, anybody reading this unintelligible, badly put together, unimaginative and dull message in support of advertising would probably go into similar gales of laughter over the incompetence of the advertising profession even to fashion an ad about itself.

The copy rehearses all that has ever been said before about advertising—

> "Advertising builds mass demand. Production goes up—costs come down. More people can buy—more jobs are created. These are the ingredients of economic growth. Each stimulates the next in a cycle of productivity and plenty which constantly creates a better life for you."

An increasingly educated and sophisticated reader audience knows that the ingredients of economic growth are a lot more complex than this message states them to be. Advertising increased in volume during the past year, for example, but so did unemployment. For some strange reason, advertising seems to work best in times of prosperity. A little recession and some of its magic goes. Don't advertising people themselves realize this? Rather than build stature for advertising, this ad only contributes to making it seem as silly as so many people believe it to be. A $12 billion industry deserves better than this. #

IT'S A FACT...

THE HOUSTON POST

offers advertisers more circulation than any other Houston newspaper

...at no extra cost!

HOUSTON CIRCULATION Fact No. 1

The Houston Post is Houston's Largest Newspaper, daily and Sunday.

DAILY

POST	216,538
Chronicle	200,412
Press	102,554

SUNDAY

POST	233,978
Chronicle	226,544

ABC White Audits for 12 months ending 9/30/60

(Post daily circulation 6-day Chronicle, Press 5-day Mon.-Fri.)

MORE CIRCULATION AT NO EXTRA COST

THE HOUSTON POST

Houston's largest newspaper, daily and Sunday

Represented nationally by Moloney, Regan & Schmitt

HOUSTON CIRCULATION Fact No. 2

The Houston Post gives its advertisers 16,126 more daily circulation than Houston's second newspaper . . . and AT NO EXTRA COST

POST	216,538
Chronicle	200,412
Press	102,554

ABC White Audits for 12 months ending 9/30/60

(Post daily circulation 6-day Chronicle, Press 5-day Mon.-Fri.)

THE HOUSTON POST

Houston's largest newspaper, daily and Sunday

Represented nationally by Moloney, Regan & Schmitt

HOUSTON CIRCULATION Fact No. 3

The Houston Post gives its advertisers 7,434 more Sunday circulation than Houston's second newspaper . . . and AT NO EXTRA COST

POST	233,978
Chronicle	226,544

ABC White Audits for 12 months ending 9/30/60

THE HOUSTON POST

Houston's largest newspaper, daily and Sunday

Represented nationally by Moloney, Regan & Schmitt

HOUSTON CIRCULATION Fact No. 4

The Houston Post leads Houston's second paper in...

- TOTAL CIRCULATION DAILY AND SUNDAY
- TOTAL DAILY METRO AREA CIRCULATION
- TOTAL RETAIL TRADE ZONE CIRCULATION DAILY AND SUNDAY

More of your customers read The Houston Post than any other Houston newspaper.

MORE CIRCULATION AT NO EXTRA COST

THE HOUSTON POST

Houston's largest newspaper, daily and Sunday

Represented nationally by Moloney, Regan & Schmitt

HOUSTON CIRCULATION Fact No. 5

In the most recent audit year The Houston Post gained more daily and Sunday circulation than both other Houston newspapers combined.

POST

	Daily	Sunday
1960	216,538	233,978
1959	207,921	216,776
Gain	8,617	17,202

CHRONICLE

	Daily	Sunday
1960	200,412	226,544
1959	195,957	218,294
Gain	4,455	8,250

PRESS

	Daily
1960	102,554
1959	101,767
Gain	787

ABC White Audits for 12 months ending 9/30/60

(Post daily circulation 6-day Chronicle, Press 5-day Mon.-Fri.)

THE HOUSTON POST

Houston's largest newspaper, daily and Sunday

Represented nationally by Moloney, Regan & Schmitt

service departments. But with respect to *some* service departments the discount chains will tend to lag behind in their service department expansion which means that, to this extent at least, mass retailers will be relatively free from discount competition in this area. (The discount chains will *lead* other outlets in dispensing gas, oil and lubrication jobs.)

F. As the public's discretionary income increases, its funds available for services actually multiply. The larger the discretionary income, the greater the demand for services. Thus, the service department is right in line with the great trend toward a larger discretionary income by larger segments of our population.

G. As the housewife continues to double in brass by working away from home—and as various types of leisure time activities remove the man of the house from time-consuming do-it-yourself activities—the demand for home services also increases rapidly. These two trends are, obviously, running at full tide. Their importance in connection with home services cannot be over-estimated.

H. As home life, home inventory become more luxurious, more complicated, the demand for services increases. Thus, home catering services have grown enormously in recent years. Thus, the demand for home repairs has mushroomed. Both of these trends are really in their infancy—actually, appliances used in the home will approximate some factory machinery in complexity. And just as women either don't have time or inclination for diaper washing—so they will tend to have neither time nor inclination for so many other home duties that formerly kept the housewife longing for man's working hours which traditionally had been from "sun to sun" while woman's work was never done!

This constitutes just a quick recapitulation of some of the more obvious advantages offered to mass retailers in service retailing. (There are others—service retailing, for example, may bring the retailer into the home, where a merchandise sale may then be made. Services may be sold on an annual basis, thus producing a predictable annual gross.) But these are enough to suggest that those same mass retailers who were loath to offer credit to their customers (and some of whom were most reluctant to fixture their stores for self-selection and self-service) will be dropping a lap to competition if they lag behind in the development of service departments.

■ The service department will, in the case of perhaps most mass retailers, become a leased department.

That will not be true of all mass retailers. Neither will it be true of all of the service departments of any one mass retailer.

But the *general trend* will be toward turning service departments over to concessionaires. This will be especially true during the initial introduction of a new service department.

The service department has, traditionally, been a leased department. The beauty shop, for example, in most department stores is concession-operated, which is true of the optical and watch repair departments.

The service department tends to offer logical reasons for leasing. This doesn't mean that these reasons will be persuasive for all mass retailers—nor for all service departments. But, generally speaking, the service department calls for specialized knowledge, and—most particularly—for well-trained personnel, both of which are more likely to emerge from a concessionaire organization. #

Salesense in Advertising . . .

The Law of Frequency

By James D. Woolf
Advertising Consultant

An extensive survey, made several years ago, found that "U.S. retail salesclerks are just order-takers." Their great flaw, according to the study, is not the high pressure for which they have been criticized but their utter apathy. This survey was made by the Willmark Service System.

James D. Woolf

The Willmark survey didn't include grocery supermarkets because not even order-takers are to be found there. Bus boys stock the shelves—shoppers wait on themselves—and checkout girls take in the money. Hence retailmanship in supermarkets is less than a myth; it is a total zero.

What bearing has this on advertising, especially in the food field? Plenty! It means that consumer education in behalf of your brand is an impossibility *except through advertising*. Since there are no longer clerks to do your talking for you, you must do your own talking through suitable media.

■ Consumer education, as I see it, has two major objectives. The first objective is that of explaining to the consumer in what ways—*and how*—she benefits when she buys and uses your brand. The second aim of consumer education is that of having your brand remembered and acted on at the point of sale.

The lag between the time your message is noted by the shopper and the time she shops, may be a day or two, or a week, or even a month. More often than not, your brand may be completely out of her mind as her eyes race along the supermarket shelves. According to time studies, the average shopper makes 151 decisions in 17.9 minutes. Thus she remembers—or fails to remember—your brand in a glance of only a few seconds.

■ What can you do to multiply the probability that your product will be remembered as the shopper makes her buying decisions? How, in short, can you educate the consumer to recognize your brand and what it stands for?

The answer, I suggest, is *REPETITION*. It is axiomatic, say psychologists, that the oftener we see a thing the more indelibly it is stamped on our minds. Thus the American flag—its shape, its design, its colors—is instantly recognizable because we have seen it countless times—day after day, month after month, year after year.

■ This principle, known to psychologists as the law of *frequency*, is probably the greatest single educative force. It is through repetition that children learn their multiplication tables, and through repetition that actors learn their lines.

Related to frequency is the law of *recency*. Obviously, the more recent an event the more likely we are to remember it. Something you saw or heard an hour or so ago, or a day ago, is fresher in your mind than something that caught your eye a week or a month ago.

According to a study once reported by the Magazine Advertising Bureau, the curve of remembering drops very sharply *—a recognition loss of about 60% in half a day!* Says the bureau: "As a brand name or product idea is repeated over and over again, remembrance of it is built up and reinforced."

The trend today is in the direction of bleed pages, double-page spreads, and multiple-page gatefolds. I sometimes wonder about this prodigal use of space. The cost of a multiple-page gatefold will buy a lot of *frequency* and *recency* in smaller units of space. The price of a single insertion of a color spread in, say, *Life*, will buy approximately nine b&w quarter-pages, which is a heap of *frequency*. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

The Peeled Eye Department . . .

This Job Is Not for the Birds

By Dick Neff

You Woodpeckers Haven't Got a Prayer

"Toronto's fastest-growing agency has a vacancy for a copywriter," reads an ad sent to us by Frank Raymond, of Sacramento, Calif.

"His ideas may range far into left field, but he can express them clearly and concisely in good, hard-selling basic English. He gets as much joy from writing a 20-line acne remedy ad as he does creating an award-winning tv commercial. His background may be editorial, sales promotion or better still, he's a junior copywriter who wants to make the intermediate and senior grades fast. If you think you fill the bill phone Miss Bernita Blackhall. Locust eaters need not apply."

Dick Neff

Mr. Raymond's comments:

"Your advertisement, Bernita, interests me, no end. I figure I'll fill the bill, as you say, in practically all those things you list. You know, writing 20-line acne remedy ads, being thrilled at winning awards for tv commercials, and especially making the senior grades fast. That I like, from either left field or right.

"There is only one thing, Bernita, that bothers me. That's the last line in your ad about 'Locust eaters need not apply.' Right there, Bernita, is where I may have slipped a little . . .

"Quite a few years ago a friend invited me to cocktails and dinner at his club. The Lotos Club, I believe he called it. There were a great many exotic and delicious, but unidentifiable, tidbits on the hors d'oeuvres tray . . . Just now it strikes me that maybe some of these delicacies were . . . locusts. I remember my host saying something about the name of his club being derived from the legendary Lotos Eaters. Could it be, Bernita, that what he really said was 'Locust Eaters'? . . .

"Sincerely, but regretful if I have erred,
Frank Raymond

P.S. Suppose I give up locusts for Lent?"

You, Too, Can Be a Bigtime Publisher

Speaking of jobs, a note from Jerry Fields says he heard of one unemployed adman who was "having so much success in his job hunt that his resume had gone into its second printing."

Dept. of Culture and Uplift

Well, sir, two readers snapped up ADVERTISING AGE on this subhead in AA, March 27:

Fletcher Richards Snaps up Bali Bra

Dave Cory, who has a marketing service in Englewood, N.J., encircled the subhead and attached this note on March 29th: "A fortnight ago it was, 'I dreamed I went to Ireland in my Erin-go-Bra'."

And Charles Feigelstok, account exec with Dan Frye Advertising, Pittsburgh, writes: "Isn't Fletcher Richards getting to be the gay one?"

Shelley Berman Never Had It So Good

". . . and here's an ad which requires almost no comment but has to be seen to be believed!" writes Burt Kaufman, Box 252, Boston, Mass.

Only comment we have is that if that picture is for real, we agree thoroughly with the copy, which refers to "a service that experienced travelers call 'equal to any in the world'."

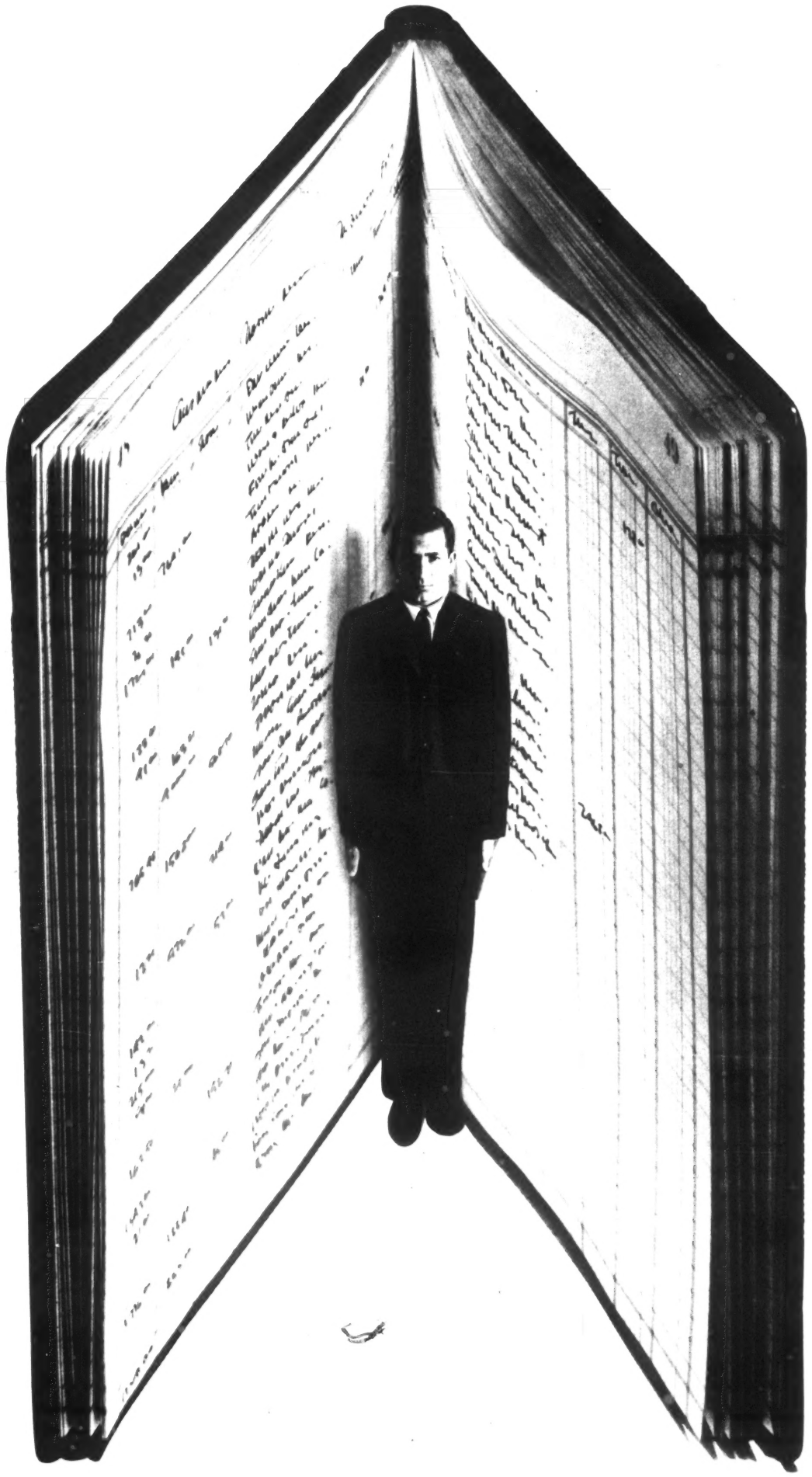
Hand Me Down My Bottle of Formaldehyde

On New York's buses, the car cards are framed by black borders, which tend to make advertising with black backgrounds run together.

The other day we saw three such car cards in a row—one for an undertaker, one for a radio station, and a public service ad on the booze problem, in that order. As a result, our roving eye lit upon these three messages in quick succession:

"Frank E. Campbell—the Funeral Church" . . . "Prizes! Surprises! Prizes" . . . "For information write National Council on Alcoholism."

Sounded like we might get a surprise that wasn't exactly a prize if we wrote, so we got our daily yocks by reading the obituary columns instead. #



The Profit Squeeze

...and one good way to deal with it

Seeking a solution to the profit squeeze these days, a cold and calculating eye is directed at cost—all costs, including advertising.

What should be examined is not only costs, but values—short range and long range. Not only what you put into a project, but what you get out of it.

Herein lies the difference between a cost and an investment.

Two competitors may invest a similar amount in advertising. But one—through its agency's application of research, creative media selection, resourceful planning and effective selling ideas—can give his advertising more exposure per dollar, more appeal and more conviction.

Not only will he reach more prospects, he'll sell more. And that means a better return on the advertising investment.

The profit squeeze may have a healthy, long-range effect if it induces an advertiser to examine his advertising and advertising services with a critical eye.

In a profit squeeze, the job is not only to examine costs. It is also to increase the dollars of return.

YOUNG & RUBICAM, Advertising

Pearl Huston Roman Harrison Lawler Elkus

NFAA OFFICERS—*Melvin F. Roman, Roman Advertising Co., St. Louis, new president of the National Federation of Advertising Agencies, is congratulated by Lester Harrison, Lester Harrison Inc., New York, the outgoing president. Other new officers are John Pearl, Los Angeles, managing director; Preston D. Huston, Associated Advertising Agency, Wichita, vp; B. R. Lawler, Atlanta National Advertising Agency, Norfolk, Va., exec vp; Fred Elkus Jr., Gerth Brown, Clark & Elkus, Sacramento, treasurer.*

AIA Judges to Select 10 Best Industrial Ad Campaigns

The Assn. of Industrial Advertisers has named seven judges to select the 10 most effective industrial advertising campaigns of 1960, in AIA's annual competition, the Bestsellers. Winners will be announced June 14 in Boston, during the association's annual conference.

C. L. Hardy, president of Joseph T. Ryerson & Son, Chicago, has been named chairman of judges. Other judges are Charles E. Claggett, president and board chairman of Gardner Advertising Co., St. Louis; Harold O. Hayes, vp of Fuller & Smith & Ross, Chicago; Harry G. Hoffman, president of Hoffman, York, Paulson & Gerlach, Milwaukee; Walter F. Sheetz, president of R. C. Mahon Co., Detroit; Rodgers G. Wheaton, president of Lines Materials Industries, Milwaukee; and Philip Will Jr., president of the American Institute of Architects, Chicago.

Allston, Smith Adds Account

B. Rickenback Co., Greenwich, Conn., national sales office of Red Cheek apple products and Appleberry products, has named Allston, Smith & Sample, Greenwich, to handle its account. The former agency was Rockmore Co., New York.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Testing Could Have Cut Failures of New Products: Murphy

HONOLULU, April 18—"When new products fail, it is generally not from lack of advertising or promotion, but from the lack of the market testing that would show that they should not have been marketed at all."

That's the opinion of W. B. Murphy, president of Campbell Soup Co., Camden, who spoke before the Western Assn. of Food Chains last week.

He said that the "Avalanche of new food products offered to the distributor will continue, but we are likely to see these products introduced with a higher degree of certainty and in a less helter-skelter manner."

Mr. Murphy said 40% of Campbell's products have been added since 1950. They represent 25% of the sales volume.

"We know that the margin of quality superiority and product value are going to count heavily in the long run, but we need a drastic improvement in our concept of new-product launching," Mr. Murphy said.

■ The food processor must take much of the blame for the waste that results from the introduction of new products that do not meet the consumer's expectations for quality, attractiveness, flavor, nutrition and price, he said.

"Possibly many of the new products that are offered get some of their acceptance simply because they are copies of the innovator or coattail-riding products priced a shade below the original.

"If the innovator's product is priced too high for the value offered, he deserves this coattail-riding competition," Mr. Murphy said. "But if the coattail-rider is priced lower because it's of lower quality, a rather sad situation results which, I feel, does not help either the distributor or the processor. Yet a large portion of the new products offered to the distributor are in this category."

■ Mr. Murphy observed that "Commercials that irritate may occasionally jog the consumer into action and tricky advertisement may yield some results, but advertising clearly is most effective when it truly portrays the product and does not exaggerate it . . . I suspect the consumer is becoming a little calloused to the blatant proclaiming of the new feature that is barely recognizable as new." =

Research Competition Set

Advertising Research Foundation has announced a competition on unpublished research techniques. The event is limited to commercial research organizations. A jury from the ARF's technical and conference program committees will evaluate reports on the basis of originality, clarity, soundness of experimental design, and usefulness of findings. Deadline is July 7, and the author of the best paper will present it during the seventh annual conference of the ARF in New York, Oct. 3-4. Inquiries should be directed to Dr. Charles K. Ramond, ARF, 3 E. 54th St., New York.

'60 Politics Paid Off for Radio-TV: FCC; New Senate Bill Would Subsidize Campaigners

WASHINGTON, April 18—Last fall's elections brought better than $500,000 of business to radio-tv stations in at least half a dozen states, according to a detailed analysis of 1960 political broadcasting just completed by the Federal Communications Commission.

Total expenditures with radio and tv stations by all parties increased from $6,566,000 in 1956 to $11,189,000 in 1960, FCC noted. Meanwhile, expenditures with networks dipped from $3,251,000 to $3,006,000. These total figures had been released previously from preliminary reports (AA, Feb. 6).

The final compilation, which was distributed last week, contained 103 tables reporting in full detail the ways that stations were used by candidates for President, Congress and governor, by state.

■ The compilation showed radio-tv stations in New York State received $822,000; California stations, $769,000; Texas, $653,000; Illinois and Michigan, $604,000; and Pennsylvania, $574,000.

Democrats spent $3,307,000 with 491 tv stations, and Republicans spent $3,610,000 with 494. Other parties spent $206,000 with 189 tv stations. Democrats spent $1,702,000 with 2,938 am radio stations, Republicans $2,021,000 with 2,896 and other parties $218,000 with 872 stations.

In tv, Democrats outspent Republicans in Illinois, Wisconsin, Missouri, Massachusetts and Florida, carrying all but Florida. Republicans outspent Democrats in California, Indiana, Michigan, New York, Ohio, Pennsylvania and Texas, carrying California, Indiana and Ohio.

■ Republicans outspent Democrats in all the big radio areas—California, Illinois, Massachusetts, Michigan, New York, Pennsylvania and Texas. A distribution by amounts received showed Republicans spent $76,040 with one unidentified tv station, and $131,014 with two others in the $50,000-$75,000 classification. No expenditures were listed for Democrats with tv stations in the over $75,000 classification, but $132,395 went to two stations which received between $50,000 and $75,000 each.

Republicans spent $67,000 with five radio stations which got "over $10,000" each, and Democrats spent $33,000 with three stations in that classification.

Democrats used 1,517 minutes of paid time on 438 tv stations and Republicans 1,360 minutes on 414. Democrats were denied 47 minutes which they tried to buy on 63 stations, and Republicans 32 minutes on 49 stations.

Each party used 2,500 minutes on 1,439 radio stations, and was denied only six minutes on a dozen stations. =

Freystadt Adds Accounts

E. M. Freystadt Associates, New York, has been appointed to handle advertising for Samuel Lakow & Sons, New York, office furnishings specialist. Smith, Hagel & Knudsen formerly handled the account. Freystadt also has been named to handle advertising for Max Schling Inc. and Max Schling Seedsmen Inc., New York, florist and garden supplier. Maxwell Sackheim-Franklin Bruck formerly handled Schling.

Stanley Named Ad Manager

Fred Stanley, formerly Philadelphia regional manager of American Society for Metals, Metals Park, Novelty, O., has been named advertising manager of the society's periodicals. He succeeds William J. Hilty, who has been named exposition manager. Both will work under A. P. Ford, director of a new communications department.

WASHINGTON, April 18—A new plan for federal assistance in defraying the campaign expenses of political candidates was unveiled last week as a group of senators suggested that the government pick up the tab for a big share of the total.

The plan, developed by Sen. Maurine Neuberger (D., Ore.), sets up an office of election finance. It would pay half the cost of a specified amount of radio and tv time for each candidate for federal office, and would cover other campaign expenses up to a limited amount.

As spelled out in a bill introduced last week (S. 1555), the plan provides for federal payment of one half the broadcast time, in primary and general elections, on stations or combinations of stations necessary to cover the state or congressional district in which the candidate is seeking election. In a primary election, the government's share would be limited to one half the cost of 30 minutes of radio time and 15 minutes of tv time. In a general election it would be one half the cost of 60 minutes of radio time and 30 minutes of tv time.

■ The government's contribution to other expenses, including newspaper advertising, direct mail, travel, etc., would be based on a formula reflecting the size of the constituency. The maximum would be a sum representing 5¢ times the average number of votes cast in state or congressional elections for that contested office in the preceding two elections.

In offering the bill, Sen. Neuberger said it is increasingly clear that a Senate contest can cost $200,000 in an average-size state, and as much as $1,000,000 in a large state. "If a candidate is wealthy, much of the money may come from his own pocket; but if he is not, he must look to sources with funds available.

"It is not material whether such funds are obtained from business or labor—he who pays the piper calls the tune."

Joining in sponsoring her bill were Sen. Paul Douglas (D., Ill.), Sen. Joseph Clark (D., Pa.), Sen. Ernest Gruening (D., Alaska), and Sen. Wayne Morse (D., Ore.). =

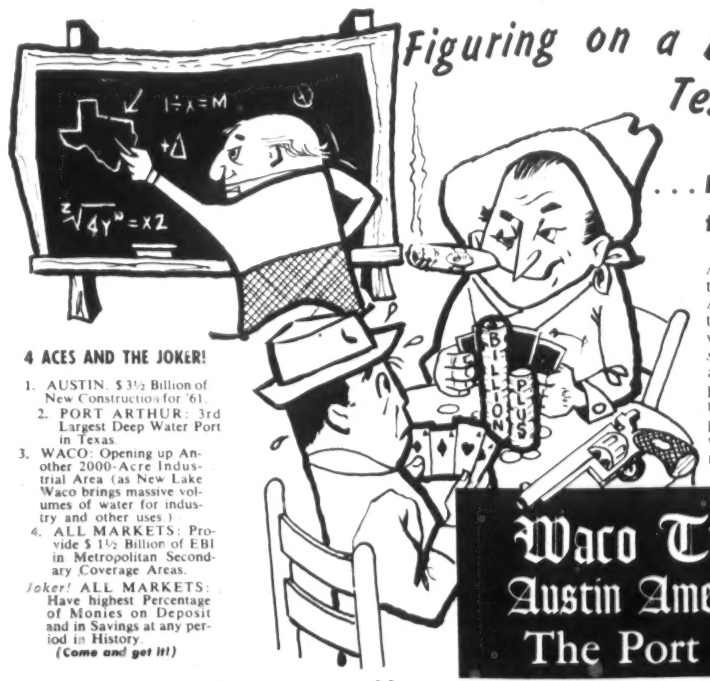
TvAR Names Israel President: Appoints Three Others

Larry H. Israel, formerly vp and general manager of Television Advertising Representatives, New York, has been named president of the station representative arm of Westinghouse Broadcasting Co., succeeding Donald H. McGannon, president of Westinghouse, who has been named board chairman of TvAR.

Robert M. McGredy, general sales manager, has been promoted to exec vp of TvAR. Lemont (Tommy) Thompson, previously manager of the Chicago office, has been named vp in charge of the office. Ben Margolis, business manager of CBS-TV Spot Sales for the past 10 years, has joined TvAR in the new post of assistant to the general manager.

Quebec Court of Appeal Bans U.S. Edition of 'Lady Chatterley'

The Quebec court of appeal, Montreal, has confirmed unanimously that a U.S. paperback edition of the unexpurgated text of "Lady Chatterley's Lover," by D. H. Lawrence, is obscene and must be banned from local newsstands. Justices Paul Casey, Fernand Choquette and J. Larouche upheld a ruling made last June by Criminal Court Judge T. A. Fontaine that the seizure of several copies of the book by morality police had been justified.



Figuring on a BIG DEAL down Texas way?

. . . Here's a BIG HAND to help put it over!

A $-Billion-Plus hand, in fact. That's the total combined EBI in the Austin, Port Arthur, Waco metropolitan markets. In these 3 vital Texas markets, those families which spend 95% of that $-Billion-Plus *are subscribers to these daily newspapers.* They are (day after day) responsive to newspaper advertising-promotions. They *shop* in these newspapers, they *buy* where newspaper advertisers lead them. Hit 'em hard when and where they have buying on their minds: *in these daily newspapers.*

4 ACES AND THE JOKER!

1. AUSTIN. $ 3½ Billion of New Construction for '61.
2. PORT ARTHUR: 3rd Largest Deep Water Port in Texas.
3. WACO: Opening up Another 2000-Acre Industrial Area (as New Lake Waco brings massive volumes of water for industry and other uses.)
4. ALL MARKETS: Provide $ 1½ Billion of EBI in Metropolitan Secondary Coverage Areas.

Joker! ALL MARKETS: Have highest Percentage of Monies on Deposit and in Savings at any period in History.
(Come and get it!)

Waco Tribune-Herald
Austin American-Statesman
The Port Arthur News

represented nationally by BURKE, KUIPERS & MAHONEY, INCORPORATED

RECOGNITION AND RESPONSE:
No. 7 in a Series

"PRIVATE LIVES!" *. . . another dramatic example of how*

The American Weekly starts people talking

"... PULLING POWER 35% GREATER IN PLANS REQUESTED."

says D. G. McQuilkin, Merchandising Director, Douglas Fir Plywood Assoc.

Inquiries from "PRIVATE LIVES" appearing in the July 31, 1960, issue of American Weekly exceeded 8,000. D. G. McQuilkin reports that requests for construction plans on the Shoji screen room divider were 35% greater than his association has had on anything of similar scope.

In just nine days 5,234 requests for plans were received. Mr. McQuilkin adds: "The fact that almost 3,000 plan requests trickled in months after the article appeared is extraordinary in view of the fact that this is a newspaper medium." Written for growing families with a space shortage, the article showed how a single room can be converted into two rooms through the use of sliding screens. A construction plan folder was offered in the article.

The American Weekly gets action because it speaks in terms people understand about things that concern them most. It is the pipeline to the heart of America—concentrating 86% of its circulation in the rich, decision-making "A" markets and contiguous counties.

BEST READ SUNDAY MAGAZINE

...and the most resultful

"OVER 1,472,000 READER RESPONSES IN ONE YEAR"

THE AMERICAN WEEKLY · 65 YEAR 1896-1961 · BEST READ SUNDAY MAGAZINE

Transportation Advertising Field Runs Up $26,000,000 Billings in '60

NEW YORK, April 18—Transportation advertising, on the rise since 1952 and up $1,000,000 from 1959, recorded gross billings of $26,000,000 last year. But the company that amasses the biggest hunk of revenue in this field—New York Subways Advertising Co.—admits that in 1960, sales were off 6% to 7%.

• So far as users of the medium are concerned, there's a gap of more than $1,000,000 between the biggest user of transportation ads, Wm. Wrigley Jr. Co., and the second biggest user, House of Seagram. Wrigley bills about $1,200,000 a year in this medium and Seagram spends approximately $192,000, according to the National Assn. of Transportation Advertisers.

"Wrigley built its business on car card advertising," an industry source told ADVERTISING AGE, "and the company never let go of it. It just happens that there's nobody else like that around."

• In New York, the city transit authority takes a 70% cut of billings (after agency commissions) from New York Subways Advertising Co.—the largest bite of any transit authority in the country. Said one industry figure: "I don't see how they [New York Subways Advertising] make a living."

■ This is the present state of affairs of the transportation advertising business, which includes such various activities as subway car cars, subway station posters, bus car cards and side and back posters, taxicab cards, commuter train cards and airline and train terminal displays.

The above mentioned industry totals, however, are at best approximations, since the two front runners of the industry aren't members of NATA. One member of the industry pegged gross billings at $8,000,000 to $10,000,000 lower than the NATA estimate of $26,000,000, and in the same breath said one can take the billings of his nearest competitor "with a grain of salt."

The national sales representative of the industry is Mutual Transportation Advertising Co. Each member of Mutual is responsible for sales originating out of his area, with the exception of New York and Chicago. New York Subways Advertising Co., which is neither a member of Mutual or NATA, recruits all its own business. Another New York company, Fifth Avenue Bus Advertising Co., is not a member of Mutual, but will take business from Mutual members.

■ From 1895 to 1940, one company had a tight hold on the transportation ad business: Barron G. Collier Inc., which held 30 big local franchises. Through its national sales agency, Street Railways Advertising Co., the Collier organization placed car cards and posters in 56,000 of a nationwide total of 58,000 transportation vehicles in 1940.

But, despite its strong position, Collier, beset with a shrinking audience, growing competition, went broke.

Philip K. Wrigley took over Mr. Collier's crumbling empire in 1941. During the war years the number of transportation vehicles climbed to 77,000, and transportation advertising reached its biggest volume. It fell off in 1947 and continued the downward trend until 1952, when it started climbing. It's been climbing ever since. In 1958, gross billings amounted to $23,500,000; in 1959, revenue reached $25,000,000 and last year billings climbed to $26,000,000.

■ Today, the five biggest companies in this field are New York Subways Advertising Co., Transportation Displays, Inc., O'Ryan & Batchelder, Chicago Car Advertising Co., and perhaps Fifth Avenue Bus Advertising Co. On the West Coast, Fielder, Sorensen & Davis, controlling franchises in San Francisco and Oakland, is the biggest.

O'Ryan & Batchelder, Memphis, controls transportation franchises in Boston, Philadelphia, Cleveland, Milwaukee, Atlanta, Memphis, Indianapolis and Louisville, among others.

■ In categories of advertisers, the biggest users are in the confectionery field, with wine, liquor and beer second; automobiles third; cigarets fourth; drug preparations fifth; soft drinks (with Coca-Cola and Pepsi-Cola both spending about the same amount) sixth; and oil and fuel heating seventh.

New York Subways Advertising Co., which claims a volume of $4,500,000 and is recognized as holder of the largest share of the transportation ad business, blames television and the recession for the company's 6% to 7% slide in '60.

Industry sources, however, cite other reasons for the company's decline. They point out that outside bus posters have been growing at a faster rate than inside car cards, especially the newest innovation of the industry, "king-size" side bus posters.

■ In most cities, the same company that holds the subway franchise also holds the bus franchise. Not so in New York. New York Subways Advertising does place ads on Brooklyn buses, but the New York Surface Group controls about 8,000 to 10,000 buses in the four other boroughs. Fifth Avenue Bus Co., for instance, has a franchise on the 1,400 buses in Manhattan.

Thus, the reason for the $1,000,000 gain in transportation ad revenue was not due to a rise in subway car card or station poster billings; it was due to the development of the standard and king-size outside bus poster medium, industry experts point out.

■ Mark Elsis, manager of advertising and sales promotion for New York Subways Advertising, has figures which show that about 6,000,000 different people a month ride the New York subways, for a total car card circulation of 170,000,000 riders a month. And because subway advertising is a "by-product" for the New York City Transit Authority—just so much icing on the cake—his company can serve up "a fantastic" cost-per-thousand of 4.9¢, Mr. Elsis emphasized.

Coupled with a low cost-per-thousand, however, are physical limitations which tend to put a ceiling on potential income. Unlike newspapers and magazines, Mr. Elsis said, which can add more pages if advertising volume warrants it, there's no way for his company to expand operations. "We can't lengthen the cars," he said.

Mr. Elsis cited "emulation"—normally a pretty healthy thing—as one reason business is off. He explained that subway advertising is a cyclical affair, with advertisers quick to adopt each other's media lists. Since the "Soaring '60s" have yet to take off, advertisers in unison are cutting budgets, Mr. Elsis believes. "When sales fall, advertising gets it in the neck," he sums up.

■ Transportation advertising's biggest competitor is television, Mr. Elsis is convinced. He said magazines and newspapers don't have the same "family coverage" as subway advertising and that "glamor gal," tv. But he added that tv is an "emotional" buy, based on status, while "there's no emotion" in car cards, just "broad coverage."

National advertisers account for about 75% to 80% of New York Subways Advertising's business. Biggest advertiser is Wrigley, of course, which invests "well over $100,000" a year in New York subway car cards and posters. Four national advertisers about to break campaigns in this medium are Chock Full O' Nuts, Lestoil, Pabst Blue Ribbon beer and Palmolive soap.

Mr. Elsis believes that airline advertising is "the big category of the future." Last year, his company carried ads of Capital, Trans-Caribbean Airways, TWA, United Air Lines and U.S. Overseas Airlines.

■ Second biggest revenue producer in the transportation ad business is Transportation Displays Inc., commuter train and air terminal specialist. TDI holds franchises for car cards, station posters, terminal dioramas and exhibits from 18 railroads, representing 4,500 cars, about 350 suburban stations and 38 rail terminals in New York, Philadelphia, Boston and Chicago.

In addition, the company has also acquired franchises in most of the major air terminals, such as the new Air Atlanta Terminal, which opens May 3. AT&T, Carling Brewing Co., Lockheed Aircraft and Oldsmobile will be among the first advertisers to display their wares at the Atlanta terminal. #

Maxson Beals Delman Curran
Morgan Christian Burk

ANNUAL COPY AWARDS—*Award winners at the Poor Richard Club-Philadelphia Copy Club annual luncheon were John Maxson, Curtis Publishing Co., first award in the direct mail division; Beau Beals, free lance copywriter, second place, direct mail; Caye Christian and David Delman, Lavenson Bureau of Advertising, shared first award in consumer ads (Mr. Delman also took top honors in the industrial division); and Edward Curran, Harvey & Thomas, second award, consumer division. A. Edward Morgan, Richard A. Foley Advertising Agency, is president of Poor Richard; and Frank Burk, Al Paul Lefton Co., is president of the Philadelphia Copy Club.*

'Photography Annual' Offers Split Runs

Ziff-Davis Publishing Co., New York, has announced its 1961 *Photography Annual*, issued in August, will have a split-run international sister. The company has provided for advertiser plate switches for North America, British Commonwealth, French-speaking, German-speaking, Spanish-speaking and "all other" markets. Ziff-Davis said 150,000 international copies and 250,000 domestic copies would reach a total of 74 countries.

New one-time b&w page rates were set at $2,375 for worldwide distribution; $1,425 for North America only, and $1,050 for international only.

Anken Names Newman to Head New Corporate Ad Unit

Anken Chemical & Film Corp., Newton, N. J., has established a new corporate advertising department and has named Frank Newman to supervise the department as director of advertising. The new department will be responsible for advertising and public relations services for Anken Chemical & Film Corp., Anken Film Co., Ampto Inc., Transcopy Corp., F. G. Ludwig Inc., Cormac and Dassonville Co. and other subsidiaries of the parent company.

Geyer Adds Rambler Unit; Appoints Hollingshead

Geyer, Morey, Madden & Ballard has been named to handle advertising for the Greater Cleveland Rambler Dealers Assn. Geyer, Rambler's national agency, already handles most of the Rambler dealer accounts.

H. Victor Hollingshead, formerly media director of the Detroit office of Grant Advertising, has joined Geyer's Detroit office as associate media director.

Williams & London Adds 1

Electronic Systems Center, Newark, new data processing service for banks not large enough to operate their own computers, has named Williams & London Advertising, Newark, to handle its advertising. The first of 18 service centers is expected to open later this year. Williams & London also has named H. Whitney Cutler, an account executive, a vp.

Allmayer Names Lockett VP

Allmayer, Fox & Reshkin Agency, Kansas City, has appointed D. Barker Lockett a vp. Mr. Lockett joined the agency last October as creative director from Needham Louis & Brorby, Chicago.

ORCHIDS FOR HER
AS LOW AS 11¢ EACH
MINIMUM ORDER 100
ORCHAWAII
HQ: 305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
BR: 30 W. Wash., Chi. 2, Ill. • AN 3-6622

The Roanoke Times is
2nd in the NATION
in SUNDAY METRO
MARKET COVERAGE
94.4%
Saturation of Households
WASHINGTON D.C
235 Miles
RICHMOND
170 Miles
250 Miles
ROANOKE
NEWPORT NEWS - NORFOLK
THE ROANOKE TIMES
The Roanoke World-News
SAWYER-FERGUSON-WALKER, Nat'l Representatives

HERALDLAND is the BIGGEST and GROWINGEST MARKET in the SOUTH

Yes . . . HERALDLAND! $172 million in gasoline service station sales . . . 20% more than in the Metropolitan Counties of Atlanta and Birmingham combined. 1,724,000 people . . . $3,307 million effective buying power . . . $2,652 million retail sales, a market greater than any of 26 entire states.

HERALDLAND — the South's No. 1 market — is sold by the South's biggest and most influential newspaper

The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

Crest Share Jumps from 13.8% to 34.9% . . .

20% of Seattle Families Have Income of $10,000 or More, 'Times' Reports

Consumer Study Shows Suburb Shopping Grows, So Do Multi-Car Families

SEATTLE, April 18—Incomes of families in metropolitan Seattle continue to rise, and this year almost 20% of families have incomes of $10,000 or more; almost half have incomes of $7,000 or more.

This fact stands out in the *Seattle Times'* 14th annual consumer analysis, based on a sampling of families in an area with a 1960 population of 818,660.

At the same time the survey shows that ownership of major appliances, from refrigerators to automatic dishwashers, is higher than ever before.

Other aspects of the survey disclose that the downtown area is losing ground to neighborhood stores for shopping other than grocery buying; for the first time, more than half (56.3%) of families indicated they prefer to do most of their non-food shopping in neighborhood areas. The figure a year ago was 43.8%.

■ Housewives are shopping for groceries earlier in the week. Friday, with preference by 38.2% of families, has displaced Saturday as the day when most groceries are bought. Saturday is the choice of 33.8%, Thursday of 19.6% and Wednesday of 4.2%.

The growth in family incomes has been striking throughout the postwar era. As an indication of the increase, 10 years ago the *Times'* Consumer Analysis showed 46.9% with incomes of $4,000 and above; this year 47.5% have incomes of $7,000 and above.

At the other end of the scale, 10 years ago 53.1% had incomes under $4,000; this year, only 13.4% are in that bracket.

■ The following table shows family income in metropolitan Seattle in the past three years and also, for comparison, in 1953, the first year in which the consumer analysis used the same salary brackets as used in 1961:

Income	Per Cent of Families 1961	1960	1959	1953
Under $4,000	13.4	13.9	16.4	40.0
$4,000-$4,999	8.4	11.0	13.1	20.6
$5,000-$6,999	30.7	31.6	32.6	23.7
$7,000-$9,999	28.1	26.0	24.2	11.1
$10,000 and over	19.4	17.5	13.7	4.6

One factor in the rising level of family incomes is the housewife with an outside job. This year 21.5% have fulltime outside jobs and an additional 11.4% have part-time jobs. This proportion of roughly one-third with outside income has held fairly steady in the past half-dozen years.

■ In showing product use by income groups, the consumer analysis for the first time contains a breakdown of families with income of $15,000 or more. For a number of products, correlation is close between product ownership and income level, particularly with items like outdoor barbecues, automatic clothes dryers, garbage disposers, and electric shavers.

For automatic garbage disposers, which are being built into an increasing number of new houses, ownership ranges from 6.3% of those in the $5,000-$5,999 income bracket to 21.4% in the $10,000-$14,999 bracket and 47.4% of those with incomes of $15,000 or more.

Income Indicators

A similar pattern shows up in some of the not-so-new food products. Use of frozen peas rises with income, from 46.1% of those in the $4,000-$4,999 bracket to 57.2% in the $7,000-$9,999 group, to 70% in the over-$15,000 group. In the same three income groups, use of canned peas declines from 65.3% to 54.9%, to 44.2%, respectively.

Use of frozen orange juice rises with family income in much the pattern of frozen peas.

■ An indication of market saturation for some major appliances shows up along with substantial growth in use of new appliances or equipment around the home. Almost every family (99.4%) now uses an electric refrigerator. This compares with 98.7% in 1959. But in 1959, as high as 12% of the refrigerators had been bought the previous year, whereas in 1961 only 6.2% of refrigerators were bought last year. A somewhat similar pattern shows up for electric ranges, which 92.4% of families now have.

In tv sets, however, purchase of a second set, owned now by 19.3% of families, contributed to the fact that 16.2% of those with tv in 1961 had bought a set in 1960, the highest proportion in the last four years. Tv also is near family saturation, with 95.2% of families having at least one set.

■ The steady increase in several newer items is shown, with 49.3% owning outdoor barbecues; 19.1% automatic dishwashers; 68.9% fully automatic clothes washers; 51% automatic clothes dryers; 42% power lawn mowers.

Ownership of stocks or bonds (other than U. S. savings bonds) rises with income, but is scattered throughout all income brackets. A total of 29.5% of families own stocks or bonds, and 16.2% bought securities in the past year. Ownership is by 18.8% in the $5,000-$5,999 bracket and ranges up to 31.9% in the $7,000-$9,999 group and to 73.2% over $15,000.

■ Among automobile owners, two developments stand out. For one thing the number of families owning more than one car is steadily rising and now totals 29.1% of all families. Multiple-car ownership rises with income; among those with $6,000-$6,999 income, 28.1% have more than one car; in the $10,000-$14,999 bracket it is 52.5%; over $15,000, it is 68.9%.

At the same time the proportion of older cars is also rising. Almost two-thirds of the cars are 1956 models or older, and almost one-fourth are 1950 models or older.

Crest Leaps Ahead

Among brand preferences, heavy advertising promotion among toothpastes and use of American Dental Assn.'s endorsement of Crest brought some sharp changes. Crest jumped from third place into a clear lead over last year's top brand, Colgate. Crest was the preference of 34.9% this year, compared with only 13.8% a year ago. Colgate was 28.8% this year, off from 30.5%; Gleem drew 17.5%, down from 20.9%, Pepsodent and Ipana both fell sharply from a year ago but remained in fourth and fifth places respectively.

■ Heavy newspaper advertising in this market by producers of instant potatoes brought no shift among the leaders, but created a sharp narrowing of the preference for French, which two years ago was top brand with 63.6%. This year French has 27.3%; Betty Crocker, third last year, now is second, with 26.5%; Pillsbury has moved into third position, with 21.8%; and Minute, formerly second, dropped to fourth, with 13%.

In gasolines, some background for Shell's heavy new promotion, which broke after the *Times* survey was made, is seen in fact that Shell, leader in 1959 and a close second in 1960, gave further ground to Standard Oil of California in 1961. Standard led with 20.9%. Shell had 17.2% and Texaco 14.4%.

■ Following are upsets among brand leaders:

- **Packaged bacon:** Hormel, 23.9%, pushed Bar-S, a regional brand, into second spot, with 21.6%.
- **Canned peas:** S&W with 19% took leadership from Libby, which had 16.8%.
- **Canned whole kernel corn:** Del Monte, with 15.1%, just barely nosed out Niblets, which had 15%.
- **Margarines:** Blue Bonnet, last year's leader, slipped into third place. The rankings: Imperial, 12.6%; Allsweet, 11.1%; Blue Bonnet, 10.7%, Fleischmann 9.6%.

■ Nalley, on a big gain, pushed Dennison out of the leadership in chile con carne. Nalley 44.2%; Dennison 21.4%; In meat sauce Lee & Perrins, last year's leader, dropped to third spot, with 12%, behind Heinz, with 18.3% and A-1, with 15.5%.

In cellulose sponges, O-Cel-O with 23.8% lost last year's leadership to Du Pont, which drew preference of 23.8%.

In fabric dyes, Rit, with 67.5%, took leadership from Tintex, which drew 28.3%.

Pacquin hand cream took top spot from Avon; the percentages were 20.6% and 17.1% respectively. Old Spice at 27% displaced Mennen's leadership among after-shave lotions; Mennen had 24.5%. In hair sprays, Helene Curtis at 16.9% narrowly displaced last year's leader, Revlon, which this year had 16.6%.

Sears, Roebuck's Allstate brand was tops in tires with 17.7%, followed by Firestone 16.8% and Goodyear, last year's leader, now with 16.6%. On inside paint, Master-Mixed took over from Kem-Tone. In pianos, Wurlitzer displaced Kimball.

DUBONNET DOLLS:—*Bernard Goldberg, exec vp, Schenley Import Co., escorts "Dubonnet Blonde" (Deirdre Lesage) and "Dubonnet Red" (Francesca Fontaine) to their New York press debut. They figure prominently in Dubonnet's $1,000,000 campaign, half of which will be in radio and tv (AA, April 17). The tv commercials have been turned down by some stations on the ground that the prominent showing of the Schenley trademark in the wine ads conflicts with the NAB code injunction against whisky ads on tv.*

Winston Takes Filter Lead

Among filter-tip cigarets, Winston moved ahead of Kent and Salem passed Marlboro. The figures: Winston 16.2%; Kent 15.5%; Salem 15.3%; Marlboro 13.9%; L&M 9.5%.

Among girdles, Warner, at 11.8% moved from third to first; Bestform held second, at 11.2%; Penney's moved into third, with 10.6%; and Playtex, the former leader, held fourth at 10.2%.

The *Seattle Times'* consumer analysis was directed by Donald H. Merkel, research manager. Russell W. Young is advertising manager.

Goodyear Reviews Foreign Advertising

Goodyear Tire & Rubber Co., Akron, "is reviewing its foreign advertising of last year, bringing together from 27 countries more than 20,000 ads, direct mail pieces, display items, radio and tv material and other material used in the company's identification program.

R. V. Thomas, vp and general manager of Goodyear International Corp., said evaluation of the material will be done on two bases: "The first will be within the limits of national conditions and more to determine the immediate effectiveness of the material. In a broader sense, we will then determine the extent to which the material projects the Goodyear image as we want it projected around the world."

Help Wanted Ads Decrease

B. K. Davis & Bros. Advertising Service, Philadelphia, reports that newspapers in 16 key markets carried a total of 637,376 lines of help wanted advertising last month, a 21% decrease from the total lines carried in March, 1960.

The total help wanted advertising count for the first quarter of 1961 was 1,807,447, compared to 2,375,626 during the same 1960 period. The March, 1961, linage showed an increase over the 533,125 lines carried in February and the 636,646 lines carred in January.

Publishers' Workshop Set

Aron M. Mathieu, retired publisher of *Writer's Digest*, will direct a special magazine publishers' workshop at Southern Illinois University's department of journalism, Carbondale, from June 18 to June 30. It will be limited to 60 persons. Information can be obtained from Howard R. Long, chairman of the journalism department.

Fedco Appoints Price

Stewart G. Price has been appointed marketing manager of the Proven Products division of Fedco Corp., Chicago, manufacturer of plastic housewares, premiums, custom moldings and advertising specialties. Mr. Price was formerly marketing manager of the grocery products division of Swift & Co.

'Star & News' Promotes Crowe

Thomas K. Crowe has been named retail advertising manager of the *Indianapolis Star* and *News*. Mr. Crowe, who formerly was assistant retail ad manager, succeeds the late Ernest F. Emmel.

Admiral Boosts Meegan

Admiral Sales Corp., Chicago, has appointed John E. Meegan sales promotion manager. Mr. Meegan was formerly advertising manager of the company's Chicago distribution division.

SPORTS-CARTOONS-PRODUCTS IN ACTION
FLIP BOOKS
MINIATURE FLIP BOOK CO., INC.
15 WEST 44TH STREET NEW YORK 36, N.Y.
SEND FOR PRICES creators of FREE SAMPLES
"POCKET TELEVISION" MOVIE FLICKER BOOKS

SCORE TWICE WITH ONE PITCH!
sells DISTRIBUTORS AND RETAILERS
sells SIOUXLAND CONSUMERS
Sioux City Journal
BEST RETURN FOR ADVERTISER'S DOLLAR!
Your advertisement in the Sioux City Journal does a DOUBLE selling job!
Here's the ONE media that gets enthusiastic response from both seller and buyer . . . does the job right down the line . . . from distributor—to retailer—to consumer . . . in Sioux City AND the rich 48-county Siouxland area.
For a total selling job — in Siouxland — use
SIOUXLAND'S BIG FAMILY NEWSPAPER
The Sioux City Journal.
National Representatives — JANN & KELLEY INC.

"I dreamed I was a CPI management man in San Juan, Puerto Rico"

Out in the warm blue waters of the Caribbean, a 35 x 100-mile slice of tropical earth is rapidly becoming a Chemical Process Industries island. Today Puerto Rico produces more than fifty chemicals... from acetylene to weed killers.

"CPI-Management is bullish about the island's chemical future," reports CHEMICAL WEEK. And no wonder! Peerless Oil & Chemical has just revealed plans for the first caustic and chlorine plant. Parke, Davis, which recently built a $2-million pharmaceutical plant near San Juan, is getting ready to double its investment. Warner Lambert has just received the "go-ahead" for a new ethical drug plant. Union Carbide and W. R. Grace are active... and the list goes on and on! "Here, indeed, is the land of industrial sunshine," say the editors of CHEMICAL WEEK.

There is so much happening all over the busy CPI map that makes this a unique industrial complex... places and plants, products, processes, people. And only a unique magazine, looking at it all with the eyes and interests of management, can report and interpret the news with clarity and precision. That's why management men (regardless of job function or operating level, technical or non-technical) will tell you... it's CHEMICAL WEEK! Do you have something to tell—and sell—CPI-Management?

Industry Spokesman for CPI-Management

Chemical Week

A McGraw-Hill Businesspaper (ABC-ABP)

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Readers Insist AA Study Erred and That Slump Has Hit Admen Hard

To the Editor: "Name Withheld by Request" (AA, April 10) doubtless realizes that he is really making two points: That being 49 is no asset in looking for most jobs; and that he questions the accuracy of your March 20 headline, "Ad Field Not Seriously Hurt by Slump." My experience says he's right as to both, especially as to your headline.

Viewing the "ad field" as people, not the total billings of selected agencies, I believe the difficulties of exceptional men in finding employment at salaries previously earned is a sensible criterion of how seriously the ad field was hit.

A one-digit per cent can be serious. An agency doesn't have to lose 10% or more of its billing to be hit hard.

I've been asked in this recession to fill $40,000-$55,000 jobs, but what counts is how many jobs at what salaries.

The paradox of high employment concurrent with high unemployment is now familiar. Doubtless more advertising men were employed in 1930 than in 1910, but 1930 was nevertheless a bad year.

Advertising is less than ever an umbrella for so-so men, but a lot of superior men who lost their jobs through no fault of their own will not soon forget 1958-1961. Many had to take jobs that seemed to diminish them.

With some sunlight becoming visible here and there, I hope employers will read understandingly the resumes of men who *were* "hurt by slump." They may be every bit as good as luckier men.

Don Harris,
Monarch Personnel, Chicago.

•

To the Editor: As a non-professional but intensely interested reader of Advertising Age, I, too, would like to point out the inaccuracy of your article. . .

I personally know one ad manager who has been out of work for months and another who will be "retrenched" in the next few weeks. While I am not well acquainted with the capabilities of the former, I do know a great deal about the latter.

This man is not "dead wood," but he is, at the moment, the victim of an economy measure. Having been forewarned of his fate, he has conducted one of the most thorough job searches in history. He has contacted by mail, phone or personally 75 employment agencies, 400 advertising agencies, 300 manufacturing concerns and numerous people in the profession who are contacts and friends—plus answering every ad he can find for an advertising manager or account executive. To date, this all-out effort has produced exactly two personal interviews. That's a depressingly small percentage except that he doesn't count the organizations who haven't the common courtesy to acknowledge receipt of a resume.

While carrying around this load of anxiety, he has continued planning promotional campaigns, writing copy, laying out art and generally doing his job as enthusiastically as if he had never been given notice. He's at the point now where he's quoting the "law of averages."

His age and salary are certainly not prohibitive—he's 35 and currently earns $10,000 yearly. His appearance and personality are excellent. He has integrity galore and is probably one of the hardest-working, most creative and dedicated industrial admen in the country. Anyone he's ever worked with or for will describe his ability in glowing terms. Why then, if there is no slump in advertising, hasn't someone snapped him up?

My heart aches for this man, but I will continue to muster the necessary confidence and enthusiasm while typing his letters and labels —I'm his wife.

Name Withheld by Request

•

To the Editor: Your "Voice of the Advertiser" column tells of an unhappy job seeker who has been unemployed for six months.

He proudly tells how he sent 47 resumes to ad agencies in answer to seven blind ads. It takes *quantity* as well as *quality*. Even if he wrote the best resume or the best sales letter ever conceived, this is far too small a total effort to be likely to be productive of results.

In our consulting work with individuals, we find that age 49 is no major problem. But it does require massive effort in terms of writing many ad agencies, answering far more than seven blind ads and making all other kinds of contacts.

Merrill D. Ormes,
Alan R. Krull & Co., Chicago.

• • •

Canadian Club 'Lightness' Theme in Ads Is Believable

To the Editor: It would be impossible for me to write an anonymous letter; I find it almost as difficult to write to an anonymous person. Surely, if opinions are worth holding, they are worth being identified with.

Your Creative Man's comments [AA, April 3] on our Canadian Club "lightness" ad, however, are such that, in turn, they elicit comments. All this could have been avoided by a $1.75 long distance call to Detroit; failing that, a little old fashioned reportorial leg work to our New York office at 630 Fifth Ave. would have had the same result.

The comments:

• The world-travel series should not even have appeared to come to an end. The "lightness" ad is a so-called interrupter ad. We have been using this type of ad for the past five years. Why should we bandon the world-travel campaign when it is still the best read one in the distilling field?

• Liquor consumption figures in *Business Week* have shown V.O. to be ahead of Canadian Club ever since they were first published. Where our own products are concerned, we know which figures are accurate and which are not. Other distillers, of course, know this about their products. We do not give out Canadian Club sales figures.

• In an industry as intensively regulated as ours, do you suppose we could claim Canadian Club to be the lightest whisky in the world if it were not demonstrably so?

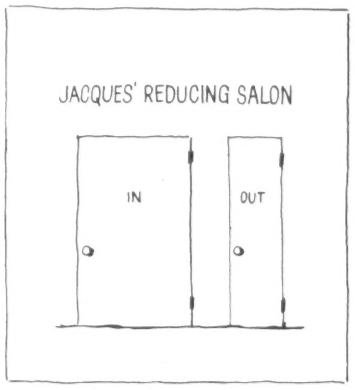
As a sidelight: You might be interested to know that "lightness" in the distilling industry is synonymous with "body," and "body" depends on the concentration of congeners. Generally speaking, Canadian whiskies and Scotch whiskies have the lowest congeneric content of any whiskies. The word "general" is important because it is possible to get heavy Scotches and heavy Canadian whiskies. As you might imagine, it is a relatively simple process to determine the congeneric content of various types of whiskies. We have done this countless times, and you can believe the Canadian Club advertising claims.

Donal J. O'Brien,
Vice-President, Hiram Walker Inc., Detroit.

• • •

Sees Resemblance of B&B Ad to His Cartoon

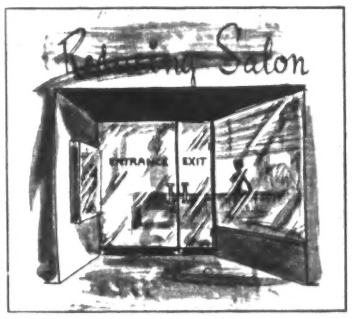
To the Editor: I was immensely interested in B&B's ad on Page 99 in the Feb. 27 issue. You might tell



A strong simple selling idea . . . dramatically presented

B&B

B&B that "Jacques" do exist if they look around; like, for instance, to the pages of *Cosmopolitan*, back in 1956, when the enclosed cartoon of mine was first published. B&B



certainly deserves credit for always being in there trying, although in this case, I hope this was not an example of the standards they want to reach each time.

John H. Sorensen,
Sorensen Advertising, Little Rock, Ark.

• • •

AWCNY Awards Were Made for More Than Cuteness

To the Editor: That baby (Fun etc. Adland) of your editorial page, March 20, wound up on my doorstep. While the little rascal doesn't seem to have any strong family resemblance to anyone we know, it is impossible not to acknowledge the howling.

Your first paragraph concludes with, "We're simply confused." May we try to clear up some of the confusion?

Your editorial measures the Gold Key Awards for copy selections voted by membership of the Advertising Writers Club of New York, against a collection of William Tyler's 1960 preferences. Since many of our members have been honored by the Bill Tyler columns appearing in Advertising Age, we would be loathe to disparage his opinion or challenge his right to designate his choice of excellent advertising. . .

But we do reserve the right to argue among ourselves. That's why more than 60 votes went into the sealed boxes. The fact that our membership selected Lou Redmond's Steuben Glass advertisement which Bill Tyler acclaimed ". . . probably the best written advertisement of 1960 . . ." was pure

grow with OKLAHOMA!

cash in on these EXTRA BENEFITS!

Advertising stands to benefit from a favorable product climate. This environment lends to advertising a persuasive impact and is therefore as relevant and meaningful to the reader as it is to the advertiser. The Oklahoman and Times have developed many different editorial climates to fit the expressed needs of their readers, providing more resultful advertising opportunities for advertisers.

EDITORIAL CLIMATES

FOOD NEWS AND FEATURES—Thursday evening Food Pages and Friday morning separate Food Guide illustrated in full color.

NEWS ABOUT WOMEN—Daily pages of fashion, food, beauty and health hints, personal advice and important social news of the state.

NEWS ABOUT TEENS—Pages of news and features every Saturday evening of interest to teen-agers.

HOMES AND FURNISHINGS—Pages of news and features every Sunday in the "At Home" section with home-building, repairing, decorating and landscaping plans and features.

ENTERTAINMENT—In the Sunday "Funfare and Feature" section is the climate for movie, theater, television, arts, books and other entertainment advertising.

TRAVEL AND RESORTS—Features and stories on travel the year around supply the climate for travel and resort advertising.

MAGAZINE—"Orbit," published each Sunday, is locally edited and printed and supplies the "magazine" climate for advertisers.

SUNDAY COMICS—The climate produced by the nation's most popular comics has been a sales-stimulating one for scores of advertisers for many years.

AND OTHERS—There are many other special editorial climates in the Oklahoman and Times of value to advertisers—such as Sports pages, Financial pages, the Oil page, Outdoor pages and Church pages.

SPECIAL SERVICES

TI-AD PLAN—An exclusive trade identification plan which identifies local retail outlets with national advertising in the Oklahoman and Times.

SPACE-RATE FLEXIBILITY—Rate advantage is earned by advertisers using equivalent space (not necessarily same copy) in Sunday magazine "Orbit" and weekday morning and evening editions. Morning, evening and Sunday editions may be purchased in any combination with resulting rate advantages. New, practical, frequency discount established for Sunday comics.

CONVERSION FACILITIES—Color, or black and white copy prepared for roto or magazine use will be converted to letterpress plates by the Oklahoman and Times at very low cost.

R. O. P. COLOR—Engravings provided at very low cost for straight R. O. P. Color.

IT'S THE *MARKET DELIVERED* THAT COUNTS

The Oklahoman and Times deliver the biggest newspaper market in the Southwest because they reach more families than any other single medium in the Southwest. They reach 57.4% of the households daily and 47.3% of the households Sunday in the 58-county Greater Oklahoma City Market where 66.6% of the total retail sales in the state are made.

TOTAL CIRCULATION

Daily Combined: **274,965**

Sunday: **245,812**

(12 month ave. A.B.C. Audit Sept. 30, 1960)

February daily combined circulation up 16,843 to 291,808

Sunday up 12,286 to 258,098

The newspapers that belong on every national advertising schedule!

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company

Represented by The Katz Agency

coincidence.

Here's a secret. Just a mere two votes behind the Steuben Glass ad was Metrecal, authored by Kenyon & Eckhardt's Bob Pasch. Now Bob Pasch is a member of our organization. The winner, Lou Redmond, is not. Obviously our organization had copy, not favoritism, in mind.

Anyone has the right to ask if our members are qualified to evaluate advertising copy. We are hardly an "underground" organization. The composition of the Advertising Writers Club of New York looks like this: Members are from the first 35 agencies in New York, by volume of billing, with the exception of 12% of membership which comes from small and excellent agencies, some even below the $5,000,000 annual billing size.

A survey of total years experience at the business of copywriting (we eliminate time spent in research, media, tv producing, management, etc.) reveals our membership represents 1,272 years of professional copywriting service in Four A's agencies. . .

Mr. Editor, these are marvelous people. They are able to remain sensitive while withstanding stress. They keep atuned to the emotional responses of a mass of purchasers in the presence and under the curbing of many people who unfortunately are emotionally tone deaf. They have a deep appreciation of humor though many are restrained by the most humorless proponents of gilt-edged formulas and mathematically proven techniques. Somehow they keep a humane outlook under conditions which often verge on the inhumane. If they took themselves too seriously they could not be as serious as they are about the writing job they do. . .

To be more specific, let us talk about the one "controversial" campaign which won a Gold Key Award in radio. Sacramento Tomato Juice is "so rich it plops". . .

As to what value the radio campaign has had to Sacramento, the advertiser, we should certainly look at sales results rather than make snap judgments.

Here are the facts: The Sacramento tomato juice share of market is reported in the *New York World Telegram* store brand index. Advertising efforts were concentrated in the metropolitan and eastern marketing areas.

After the Sacramento "Plop" radio spots had run 26 weeks, the brand share moved up dramatically, claimed a 45.6% share of market. Its nearest competitor among all other brands held only 19.2% share of market.

Radio station reps at one point became alarmed because the Sacramento spots were ordered off the air. They were withheld five weeks. What they didn't know was this. Sales mounted and caused such demand at retail a serious out-of-stock condition resulted. When distribution caught up the radio spots resumed. Sacramento not only claimed a leading share of market, they held a first position in a very tough market. . .

Now to that prize pig storyboard that won a Gold Key.

If humor and a bit of horseplay is a grave transgression, then we are transgressors in one department. We did indulge ourselves in one small interlude of whimsey. The contest entries for "Greatest Ad I Ever Wrote Which Never Ran" was a break in the tight-lipped seriousness of writing copy we'd fight, bleed and die to defend. We had been urged by the membership to get some of the frothy things out of the files, to look on the lighter side for a moment. We did. Most people understood. It seemed to add a note to the whole competitive proceeding which could be written off as good clean fun. Perhaps it would have been more business-like to keep that bit of "skylarking" behind closed doors. But most of the writers who have struggled with the problem of having to give some element of prestige to a cut of pork did regard the Ferris Bacon storyboard as a most unique idea. . .

William Suitt,
President, Advertising Writers Club of New York, New York.

• • •

Cuban Wants Copies of Mayers Article

To the Editor: I have read with a great deal of interest the article "U. S. Propaganda Needs a 'New Frontier'," by Henry Mayers, published in ADVERTISING AGE for March 20, 1961, and I would greatly appreciate it if, in accordance with your kind offer you will have the kindness to send me six copies, at your earliest convenience, and oblige.

Thanking you very much for your usual kindness and courtesy in this matter, I remain,

Vicente L. Puerta,
Habana, Cuba.

• • •

Group to Represent All Ad People Before Public Is Needed

To the Editor: Why is there (if there is, I am unaware of it) no organization of advertising people, per se? Sure, there are ad clubs in most of the bigger cities, but are these tied together as a federation within the states, with these state groups in turn joined at the top by a national organization?

Seems to me there is much to be done—and the hour is late, with Harvard professors and various legislators snapping at our heels. Or, are we so pre-occupied with our own everyday problems that we fail to see the handwriting on the wall? Do we not wonder "for whom the bell tolls?"

I don't profess to know all the answers but it seems to me that we, the individuals who make our living influencing the minds of others, haven't done a very good job of selling advertising itself to others. Maybe this is because we've left the public relations job to agencies?

After 15 years in educational work (as vocational ag teacher and farm adviser or county agent), I feel a void of some kind in this regard. Along this same line, I can point to many things that have been done by educational organizations (to which I belonged) that could never have been accomplished by any individual alone.

I do not suggest an organization that would spend most of its time and effort working on salaries, working conditions, etc. If we believe in free enterprise—as we must, if we are effective advertising people—then surely we can agree that this is an area where employers and individual employes have the prime responsibility. But I do feel that collectively, through organization, we can make our voices heard so as to at least partially offset the growing clamor of propaganda opposing us.

Or, are the agencies alone concerned with the steady drip-drip of public opinion, based as it is on half-truths and a lack of understanding as to just what advertising contributes to the free enterprise way of life?

Morris H. Banner,
Normal, Ill.

• • •

Here's Another Bee for the Hat Corp. Ad Critics' Bonnet

To the Editor: Re the Hat Corp. of America ad which has been creating a bit of a to-do in your letters section, I concur with the copywriter who claims a hat helps a man to get a "head."

If you'll forgive my ad-vernacular, although a Cavaknoxlid is unimportant brain-wise, it sure is vain-wise.

Consider, for example, a bald head, a bullet head, a flat head. What could give the owner more inward security than an outward appearance of masculine dash via a hat flatteringly fitted to play up his fine facial features?

As any psychologist will tell you, in vanity there is sanity. The crown makes the king, the dunce-cap the boob.

If a man cares not about enhancing his looks, it's either because he's been endowed with more pulchritude than his share, or, like Einstein and Kennedy, a halo of beautiful hair.

Munching along Madison Ave. at sandwich time, the bumper crop of porcupined ad-heads sprouting suits of the same cult and measure, look like so many shelled peas out of a Brooksnik pod. More individualnik are the hat wearers who in contrast with the bared noggins look like VIPeas smartly packaged for *The Four Seasons*.

A hat identifies a man as nothing else can. The mere flip of the brim or twist of the crown will brand him as "Broadway" or "Park Avenue," "Main Street" or "Wall," "Kalamazoo" or "St. Paul"—reflecting whatever status-image he seeks.

It would have been interesting to see HCA's ragged individualist in an "after" pose, combed, curried and Homburged. It might have started a grooming craze in the bush country, opening up a sizable new hat, soap and suit market.

Bee Mitchell,
Public Relations Counsel, New York.

• • •

Home Improvement Feasible, Nersica Exec Tells Reader

To the Editor: Ed Woodward's letter (AA, April 10,) almost has a very funny headline: "What this house needs is a new house."

"Almost funny"—for real humor must be based upon true conditions. It may interest Mr. Woodward to learn that it was just such houses as that pictured in the ad that have been eagerly sought and snatched up by members of the advertising fraternity in Fairfield, Putnam, and other counties near New York.

President John F. Kennedy also seems to think a new roof and new siding more practical than a new house. His administration has proposed a tremendous rehabilitation and modernization program to "halt the blanket of blight which has been spreading over our cities."

I would assume that Mr. Woodward is an apartment dweller. In the event that he is a home owner, may I suggest that he visit his local established home improvement contractor. Now's a good time, for May is National Home Improvement Month, as sponsored by Nersica (National Established Repair, Service, and Improvement Contractors Assn.). The visit may enable him to learn how he can upgrade and improve his home—and, with the use of new products now on the market, save on fuel and maintenance costs.

As an agency man, he may also find the size of the industry of interest. The home improvement industry today tops $22 billion. Estimates are that this year, and perhaps for some years to come, the industry will top that of new home construction.

Milton Riback,
Director of Public Relations, Nersica Inc., New York.

A Sign of Spring

To the Editor: In the spring an adman's fancy lightly turns to the same idea! These bank ads both appeared in the *New York Times* on April 10, 1961.

Allen Glasser,
Production Manager, Cantor Publications Inc., New York.

cover South Carolina effectively economically with "The Big 3 in S. C."

DISCOUNTS* for BULK or FREQUENCY SAVINGS UP TO 17%

*Effective April 1 in Greenville and Columbia; June 1 in Charleston

Get big savings now when you use "The Big 3 in S. C." to dominate this state's marketing potential. Contact the individual newspapers or their representatives for rates, discount schedules and complete information.

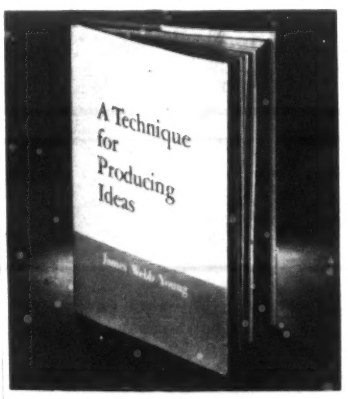
THE BIG 3 IN S. C.

GREENVILLE
News and Piedmont
Repr. Ward-Griffith Co.

COLUMBIA
State and Record
Repr. The Branham Co.

CHARLESTON
News & Courier and Post
Repr. The John Budd Co.

A Technique for Producing IDEAS



Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $2.00 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.
Attn: Book Department

GOOD HOUSEKEEPING

Announces a new fifty-cent cover price

and reviews the question of cost and quality in magazine circulation

Effective with its October issue, Good Housekeeping will raise its cover price to fifty cents, the highest among all multi-million circulation magazines.

Here's why:

From its very first issue, Good Housekeeping has always considered that its first responsibility is to its readers. The development of the Institute, the Seal, the Consumers' Guaranty, and the Buyers Guide are all evidence of this philosophy. We honestly believe no other publication compares with Good Housekeeping in depth of service material, in breadth of coverage, in the important dimension of *concern* for its readers' welfare.

Good Housekeeping's kind of deeply conscientious editorial job requires an unusually large investment. Our Institute alone has on its staff well over a hundred highly trained technical people. Their constructive vigilance helps produce a unique service magazine. And their investigation of advertising claims also requires that we regretfully decline hundreds of thousands of dollars in advertising revenue a year.

In recent months we have made further substantial investments in editorial strength. Among numerous additions to the staff are Helen Valentine, founding Editor of Seventeen Magazine, who will write on subjects of interest to young married people, and Arthur S. Flemming, former Secretary of Health, Education and Welfare, who will be our contributing editor on health and education.

The tendency of some magazines to pass on all such costs to the advertiser, with rates rising far out of proportion to circulation increases, must be deeply disturbing to advertising men who are also businessmen.

On the other hand, it is precisely because we have always given so much more to our readers, and are so certain that they find Good Housekeeping valuable beyond price, that we feel it is fair to ask them to share in today's increased costs. In fact, for most of the past seventy-five years Good Housekeeping readers *have* paid more for their favorite magazine.

In raising our cover price to fifty cents, we reaffirm our traditional policy of producing the most useful and most valuable women's service magazine. And in assigning a fair share of costs to the reader, we believe we demonstrate once again the great strength that is Good Housekeeping.

Market tests have already established that readers will pay the new fifty-cent cover price. Never has the warmth of reader loyalty been more apparent than in the newsstand sales figures during the test period. Through 1961 we will continue to deliver a worthwhile bonus over a rate base of 4,700,000. In fact, we expect Good Housekeeping to continue its steady, healthy growth of the last 20 years.

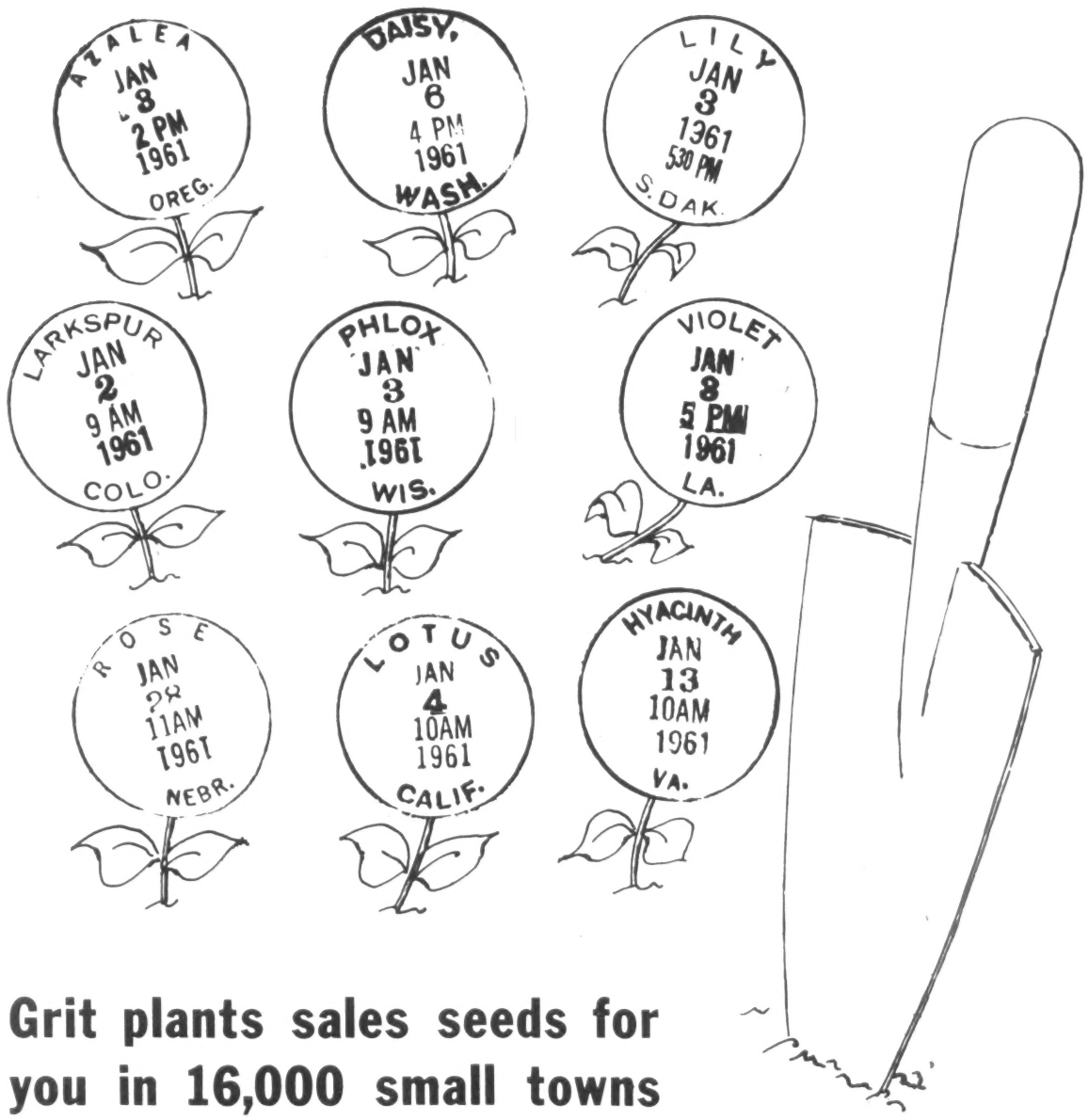
We believe that this philosophy of publishing the best possible magazine and of fairly allocating the costs of producing it as between reader and advertiser is one of the qualities that makes Good Housekeeping different . . . and a great advertising medium.

Good Housekeeping

Magazine and Institute/A Hearst Magazine

REPLACEMENT OR REFUND OF MONEY ★ Guaranteed by Good Housekeeping IF NOT AS ADVERTISED THEREIN

The postmarks are actual reproductions



Grit plants sales seeds for you in 16,000 small towns

Your advertising falls on fertile soil in thriving, prosperous Small Town America.

But there's a rub. Major mass magazines circulate primarily in the teeming metropolitan centers . . . give you relatively slim pickin's in hard-to-reach small towns. Moreover these magazines tend to be cosmopolitan in approach, establish little rapport with the small-town families they do reach.

What's the answer? Advertise in Grit, America's small-town publication. Each week Grit goes to 16,000 small towns coast to coast, reaches a primary audience of some 850,000 families. And Grit is read avidly, for it is the one national publication edited solely to reflect small-town needs, tastes and interests.

Ergo, you should use Grit to help provide the small-town concentration you must have for balanced national coverage.

Now there's an idea worth cultivating!

GRIT

Grit Publishing Company, Williamsport, Pa.

Represented by Newspaper Marketing Associates

April Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Apr. 1961	Apr. 1960	Jan.-Apr. 1961	Jan.-Apr. 1960	Apr. 1961	Apr. 1960	Jan.-Apr. 1961	Jan.-Apr. 1960	Apr. 1961	Apr. 1960
General Farm Publications										
American Agriculturist (sm)	30.9	46.6	141.7	167.9	22.479	33.905	103.170	122.228	19.921	31.365
§Arizona Farmer-Ranchman (bw)	66.9	70.3	177.1	215.7	50.581	53.162	133.862	163.100	49.891	52.479
Alabama Farmer: (mon)										
‡North Edition	6.6	—	31.8	—	4.995	—	24.074	—	4.923	—
‡South Edition	7.2	—	33.1	—	5.408	—	24.994	—	5.336	—
Average 2 Editions	6.9	—	32.5	—	5.201	—	24.534	—	5.129	—
Arkansas Farmer: (mon)										
‡Delta Edition	17.8	18.0	69.3	88.0	13.434	13.629	52.410	66.570	13.146	13.231
‡Western Edition	10.7	16.5	51.2	76.0	8.072	12.486	38.751	57.465	7.784	12.088
Average 2 Editions	14.3	17.3	60.3	82.0	10.753	13.058	45.580	62.018	10.465	12.659
Business Farming (mon)	46.1	44.8	131.7	156.1	20.731	20.183	59.255	70.232	19.902	18.383
§California Farmer: (sm)										
Central Valley Edition	46.7	44.1	127.1	135.5	42.419	38.696	99.044	107.996	41.411	37.549
Northern & Comb. Edition	50.8	49.3	142.3	145.6	46.093	43.272	114.410	116.569	45.090	42.125
Southern Edition	44.3	42.2	124.1	128.0	40.248	37.011	95.998	101.597	39.040	35.864
Average 3 Editions	47.2	45.2	131.4	136.3	42.920	39.659	103.150	108.720	41.843	38.512
Colorado Rancher & Farmer (sm)	45.5	46.9	172.2	191.8	34.387	35.471	129.193	145.148	32.798	33.266
Dakota Farmer (sm)	56.4	60.0	197.9	240.2	44.218	47.010	155.189	188.733	43.546	45.677
†Electricity on the Farm (mon)	7.4	12.3	24.3	37.6	2.541	4.224	8.469	13.050	—	—
The Farmer (sm)	107.9	107.6	411.7	418.3	84.603	84.352	322.774	327.984	78.925	79.024
Farmer-Stockman: (mon)										
‡Oklahoma Edition	39.5	41.2	156.2	154.8	30.027	31.344	118.767	117.705	27.256	28.890
‡Texas Edition	35.6	38.6	151.3	151.9	27.115	29.410	114.977	115.456	24.388	26.858
Average 2 Editions	37.5	39.9	153.7	153.3	28.571	30.377	116.872	116.581	25.822	27.874
Farm Journal: (mon)										
‡Central Edition	102.4	102.9	368.6	406.9	43.948	44.156	158.123	174.556	42.491	42.463
‡Eastern Edition	92.4	86.4	318.4	332.9	39.657	37.078	136.613	142.812	38.200	35.385
‡Southeastern Edition	69.3	64.4	262.6	275.0	29.717	27.639	112.660	117.984	28.260	25.946
‡Southwestern Edition	70.3	66.4	267.3	277.9	30.146	28.497	114.665	119.201	28.689	26.804
‡Western Edition	87.1	84.8	307.9	337.7	37.367	36.363	132.110	144.871	35.910	34.670
Average 5 Editions	84.3	81.0	305.0	326.1	36.167	34.747	130.834	139.885	34.710	33.054
‡Farm Quarterly (q)	—	—	112.0	123.5	—	—	51.744	57.057	50.957	56.275
Farm & Ranch—Southern Agriculturist: (mon)										
‡Southeastern Edition	38.1	43.8	145.5	166.4	16.362	18.796	62.410	71.384	14.188	16.469
‡Southwestern Edition	36.1	45.9	140.8	162.4	15.485	19.681	60.393	69.654	13.133	17.040
Average 2 Editions	37.3	44.6	143.6	164.8	16.020	19.140	61.622	70.707	13.777	16.692
Georgia Farmer: (mon)										
‡North Edition	7.8	14.1	40.3	65.8	5.860	10.700	30.459	49.815	5.753	10.520
‡South Edition	12.3	15.3	49.7	75.5	9.292	11.612	37.621	57.125	9.185	11.423
Average 2 Editions	10.0	14.7	45.0	70.7	7.576	11.156	34.040	53.470	7.469	10.972
*§Indiana Farmer (mon)	31.9	24.3	67.1	62.6	24.490	19.691	51.539	48.078	22.506	16.615
§Kansas Farmer (sm)	61.9	57.9	168.2	139.8	47.565	44.502	129.206	107.379	—	—
*§Kentucky Farmer (mon)	22.3	28.7	53.5	71.0	17.082	22.029	41.061	54.545	15.610	19.491
§Michigan Farmer (sm)	77.1	75.8	180.7	196.3	59.242	58.143	138.743	150.750	53.297	52.217
Mississippi Farmer: (mon)										
‡Delta Edition	9.8	11.7	37.6	69.3	7.389	8.878	28.430	52.460	7.298	8.674
‡Eastern Edition	6.5	9.6	27.1	55.2	4.883	7.301	20.471	41.708	4.792	7.097
Average 2 Editions	8.1	10.7	32.3	62.3	6.136	8.090	24.450	47.084	6.045	7.885
§Missouri Ruralist (sm)	62.2	61.4	167.4	151.2	47.846	47.190	128.575	116.176	41.468	42.638
Montana Farmer-Stockman (sm)	66.4	63.0	240.9	268.9	50.210	47.518	182.101	203.265	42.664	41.101
Nebraska Farmer (sm)	111.0	114.5	400.2	409.5	83.943	86.620	302.626	309.713	77.298	78.717
§New England Homestead (sm)	28.5	37.2	77.1	82.8	19.932	26.025	53.930	65.957	15.196	21.483
New Mexico Farm & Ranch (mon)	23.2	23.2	79.3	87.0	17.549	17.598	60.060	65.923	17.451	17.478
§Ohio Farmer (sm)	96.7	96.2	227.4	237.9	74.339	73.957	174.610	182.704	65.530	66.102
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	58.8	60.1	131.2	138.6	44.448	45.426	99.217	104.829	43.023	43.454
The Oregon Farmer	53.7	53.6	116.8	126.6	40.583	40.553	88.341	97.737	39.203	38.598
The Utah Farmer	57.2	56.9	126.7	131.7	43.247	43.043	95.781	99.630	41.453	40.812
The Washington Farmer	57.5	58.4	122.4	138.2	43.468	44.124	92.540	104.476	41.895	42.104
§Pennsylvania Farmer (sm)	66.2	67.2	206.7	208.6	50.830	51.597	158.747	160.241	45.878	47.122
Prairie Farmer: (sm)										
‡Illinois Edition	127.0	124.5	486.6	467.3	92.483	90.667	354.300	340.262	83.593	81.030
‡Indiana Edition	117.3	121.3	445.7	451.1	85.445	88.295	324.528	328.432	76.555	78.658
Average 2 Editions	122.2	122.9	466.2	459.3	88.964	89.481	339.414	334.347	80.074	79.844
Progressive Farmer: (mon)										
‡Carolina-Va. Edition	84.4	81.9	311.1	349.7	57.360	55.667	211.537	237.798	55.161	53.214
‡Ga.-Ala.-Fla. Edition	88.2	84.6	314.7	345.5	59.944	57.506	213.970	234.928	57.888	55.127
‡Ky.-Tenn.-W. Va. Ed.	80.6	78.1	281.5	315.3	54.811	53.133	191.454	214.398	52.684	50.916
‡Miss.-La.-Ark. Edition	81.9	76.1	282.2	307.1	55.728	51.752	191.901	208.850	53.778	49.624
‡Texas Edition	78.1	82.4	276.1	312.0	53.111	56.009	187.749	212.128	50.877	53.381
Average 5 Editions	82.6	80.6	293.1	325.9	56.191	54.813	199.323	221.620	54.078	52.452
§Rural New-Yorker: (mon)										
New York-New England Ed.	27.7	32.0	76.2	100.4	21.153	24.420	58.159	76.673	18.743	21.567
Penn.-Jersey Farming Ed.	25.7	29.2	67.2	77.6	19.625	22.273	51.283	59.277	17.215	19.870
Southern Planter: (mon)										
‡Va., W. Va., Md., Del. Ed.	26.1	26.5	121.0	123.4	18.288	18.522	84.761	86.324	17.754	18.097
‡N. Car., S. Car., Ga. Ed.	18.2	20.9	90.5	103.1	12.731	14.616	63.363	72.088	12.197	14.191
Average 2 Editions	22.2	23.7	105.8	113.3	15.510	16.569	74.062	79.206	14.976	16.144
Successful Farming (mon)	111.1	99.4	319.3	345.3	49.982	44.710	143.684	155.390	49.004	43.940
*§Tennessee Farmer & Homemaker (mon)	14.2	20.7	46.0	67.7	10.924	15.875	35.553	51.963	10.121	14.173
Wallaces' Farmer (sm)	117.4	127.4	437.5	466.7	92.061	99.857	342.985	365.906	84.964	93.007
§Weekly Star Farmer: (w)										
Kansas Edition	21.2	20.0	46.8	47.6	52.211	49.412	115.421	117.190	26.519	28.176
Missouri Edition	24.0	21.0	49.4	48.2	59.046	51.738	121.680	118.789	32.070	28.314
Okla.-Ark. Edition	18.8	17.4	39.5	40.7	46.409	43.016	97.311	100.242	25.707	25.311
Average 3 Editions	21.3	19.5	45.2	45.5	52.555	48.055	111.471	112.074	28.099	27.267
Western Crops & Farm Management (mon)	34.1	24.5	119.9	110.6	14.894	10.503	51.696	47.482	14.894	10.503
Western Farm Life: (sm)										
‡Regular Edition	17.7	18.9	79.6	87.6	13.873	14.881	62.406	68.683	10.326	9.885
‡Eastern Edition	22.9	24.2	104.3	115.7	17.989	18.972	81.786	90.671	14.349	13.752
Average 2 Editions	20.3	21.6	91.9	101.7	15.931	16.927	72.096	79.677	12.337	11.819
Wisconsin Agriculturist & Farmer (sm)	84.7	81.0	311.9	321.1	67.415	64.471	245.432	252.941	66.427	63.417
Wyoming Stockman-Farmer (mon)	48.7	46.5	205.9	182.6	38.192	35.224	159.376	139.930	32.123	31.367
Total Group	1,336.5	1,354.7	5,035.8	5,386.5	910.225	926.104	3,440.581	3,669.577	895.756	912.915

‡Not included in totals. §Not included in totals; as April figures were unavailable as this issue went to press March figures are shown. *Changed from 784-line page to 768-line page January 1961. †Three issues January-March 1961; four issues January-March 1960. ‡Published quarterly in February, May, August & November.

Newspaper-Distributed Farm Sections

Iowa Farm & Home Register (mon)	20.3	22.3	64.9	82.1	20.252	22.266	64.922	82.148	19.906	22.042
Texas Ranch & Farm (mon)	8.2	9.5	67.6	76.4	8.232	9.506	67.620	76.384	7.560	8.484
Total Group	28.5	31.8	132.5	158.5	28.484	31.772	132.542	158.532	27.466	30.526

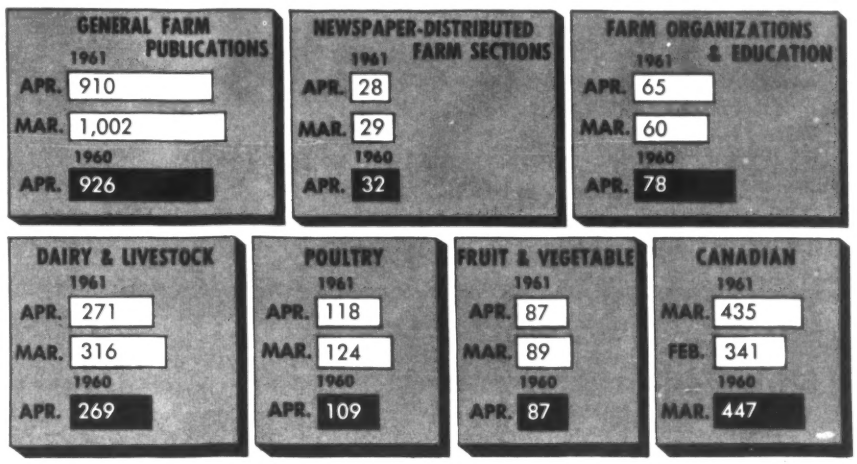
Farm Organizations and Education

Agricultural Leaders' Digest (mon)	4.5	6.4	30.8	31.0	1.930	2.750	13.206	13.301	1.501	2.750
Better Farming Methods: (mon)										
‡Eastern Edition	19.0	24.0	86.4	98.1	8.154	10.287	37.086	42.064	8.154	10.287
‡Central Edition	21.5	25.1	108.7	108.3	9.222	10.783	46.637	46.471	9.222	10.783
‡Southern Edition	19.0	25.1	95.4	106.0	8.154	10.783	40.938	45.487	8.154	10.783
‡Western Edition	18.7	24.0	72.8	98.1	8.011	10.287	31.214	42.064	8.011	10.287
Average 4 Editions	19.5	24.6	90.8	102.6	8.385	10.535	38.969	44.022	8.385	10.535
Buckeye Farm News (mon)	21.1	18.9	64.5	59.8	9.537	8.549	29.118	27.033	—	—
County Agent & Vo-Ag Teacher (mon)	19.6	31.6	99.0	91.8	8.407	13.556	42.491	39.401	8.407	13.556
§Iowa Farm Bureau Spokesman (w)	62.1	62.9	177.6	186.4	63.133	63.843	179.957	189.196	58.206	59.530
Michigan Farm News (mon)	3.1	2.9	9.3	10.0	7.050	6.936	21.738	23.159	6.538	6.440
Missouri Farmer (mon)	11.9	12.6	34.7	45.6	5.013	5.291	18.780	19.162	4.015	4.341
National 4-H News (mon)	22.0	25.1	67.0	80.9	9.226	10.533	28.138	33.994	9.226	10.533
National Future Farmer (bm)	32.4	41.2	62.6	83.2	13.982	17.919	27.059	36.163	13.982	17.919
Nation's Agriculture (mon)	4.1	3.8	23.7	26.5	1.775	1.699	10.156	11.909	1.607	1.560
§Washington Grange News: (sm)										
East Edition	17.3	15.2	41.1	37.6	18.802	16.450	44.744	40.845	18.466	16.058
West Edition	16.6	14.9	39.8	36.2	17.990	16.156	43.190	39.235	17.654	15.764
Average 2 Editions	17.0	15.1	40.5	37.0	18.396	16.303	43.967	39.990	18.060	15.911
Total Group	138.2	167.1	482.4	531.4	65.305	77.768	229.655	248.144	53.661	67.634

‡Not included in totals. §Not included in totals; as April figures were unavailable as this issue went to press March figures are shown.

Farm Linage Trend

Figures in Thousands



Dairy and Livestock

American Livestock Journal: (mon)										
‡National Edition	14.3	18.3	63.0	81.9	6.135	7.864	27.015	35.141	4.593	5.749
‡Regional ‡1 Edition	14.3	18.8	63.0	87.2	6.135	8.083	27.015	37.439	4.593	5.805
Average 2 Editions	14.3	18.6	63.0	84.6	6.135	7.979	27.015	36.296	4.593	5.777
The Cattleman (mon)	86.6	78.4	371.6	373.5	36.351	32.918	156.052	156.864	14.809	15.358
§Corn Belt Farm Dailies: (d)										
The Drovers Journal, Chicago	41.8	41.2	95.2	102.6	90.075	88.907	205.305	221.250	49.033	51.465
The Drovers Telegram, Kansas City	29.1	31.0	80.0	89.6	62.775	66.845	172.431	193.229	34.051	39.732
The Stockman's Journal, Omaha	34.4	39.9	102.3	112.6	74.119	86.005	220.626	242.746	42.456	52.456
The Livestock Reporter, St. Louis	28.2	28.2	68.6	81.1	60.758	60.821	147.840	174.769	35.947	36.236
§Dairymen's League News (bw)	13.2	12.5	29.3	43.1	9.574	9.105	21.323	31.332	8.723	8.201
Feedlot (mon)	22.7	12.3	97.1	67.2	9.548	5.152	40.810	28.238	9.548	5.110
Florida Cattleman (mon)	63.0	70.0	274.7	333.3	26.476	29.437	115.391	140.015	17.050	17.571
Hoard's Dairyman (sm)	72.6	77.3	267.9	315.5	52.884	56.267	195.028	229.660	46.664	48.754
Livestock Breeder Journal (mon)	68.0	58.3	287.1	301.1	28.518	24.472	124.964	129.612	2.240	2.296
National Hog Farmer (mon)	27.8	28.2	112.3	104.2	28.207	28.623	113.974	105.763	27.470	27.906
National Livestock Producer (mon)	28.7	18.1	85.8	88.1	20.927	13.202	63.570	69.780	20.475	12.314
Western Dairy Journal (mon)	26.9	43.2	125.2	160.3	11.544	18.526	53.757	68.275	9.195	13.675
Western Livestock Journal: (mon)										
Mts. & Plains Edition	37.9	52.7	253.6	303.0	16.279	22.598	108.842	130.022	9.111	13.032
Pacific Slope Edition	79.4	70.3	400.0	391.5	34.093	30.149	171.676	167.930	15.900	16.348
§Western Livestock Reporter (w)	42.6	49.0	122.4	123.3	57.254	65.856	164.505	165.715	13.076	11.786
Total Group	527.9	527.4	2,338.3	2,522.3	270.962	269.323	1,171.079	1,262.355	177.055	178.141

‡Not included in totals. §Not included in totals; as April figures were unavailable as this issue went to press March figures are shown.

Poultry

American Poultry Journal: (mon)										
‡Egg Producer Eastern Edition	11.3	15.6	57.1	72.8	4.856	6.726	24.516	31.248	3.255	5.338
‡Egg Producer Midwest Edition	13.1	18.0	57.6	83.4	5.641	7.725	24.738	35.790	4.096	6.016
‡Egg Producer Pacific Edition	13.9	18.5	58.1	82.4	5.963	7.978	24.958	35.353	4.117	5.828
‡Egg Producer Southern Edition	13.2	17.8	60.3	85.6	5.679	7.655	25.872	36.748	4.134	6.114
‡Broiler Producer Ed.	7.9	9.9	31.3	40.6	3.377	4.247	13.457	17.456	3.370	4.130
‡Turkey Producer Ed.	10.7	19.9	38.4	61.7	4.620	8.554	16.503	26.474	4.433	7.610
Average 6 Editions	11.7	16.6	50.5	71.1	5.023	7.148	21.674	30.512	3.901	5.839
Broiler Business (mon)	30.7	23.0	122.0	96.6	13.165	9.853	52.357	41.437	10.498	8.705
Broiler Industry (mon)	40.9	29.7	139.8	123.7	18.431	13.385	62.943	55.685	13.331	10.235
Everybodys Poultry Magazine (mon)	19.4	23.8	86.4	114.7	8.323	10.200	37.067	49.202	5.114	6.377
Georgia Poultry Times (w)	36.8	34.4	106.2	98.1	39.424	36.750	114.568	105.126	30.219	30.982
†§The Poultryman: (w)										
Dixie Edition	25.3	14.8	64.7	48.6	27.420	16.048	70.161	52.736	13.284	5.493
National Edition	21.7	14.1	55.3	45.6	23.503	15.299	59.995	49.418	10.641	5.493
New England Edition	28.2	18.3	70.6	59.3	30.557	19.811	76.551	64.366	15.331	7.793
New Jersey Edition	25.9	20.3	66.7	70.1	28.124	21.985	72.403	76.039	13.519	10.471
Poultry Tribune: (mon)										
‡Eastern Edition	36.8	34.9	162.4	171.4	15.768	14.973	69.649	73.540	12.181	10.490
‡Midwest Edition	36.5	34.9	159.9	169.0	15.652	14.982	68.618	72.489	12.189	10.981
‡Pacific Edition	45.5	45.3	187.5	195.6	19.519	19.434	80.417	83.933	13.189	13.469
‡Southeast Edition	42.0	38.2	182.8	191.9	18.007	16.374	78.433	82.307	13.519	11.710
‡Southwest Edition	32.1	34.4	148.2	166.4	13.767	14.755	63.565	71.368	9.788	10.641
Average 5 Editions	38.6	37.5	168.2	178.9	16.513	16.104	72.137	76.728	12.173	11.458
Turkey World: (mon)										
‡Central Edition	42.8	37.5	222.3	194.8	18.348	16.094	95.364	83.556	13.510	11.966

(Continued on Page 130)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Apr. 1961	Apr. 1960	Jan.-Apr. 1961	Jan.-Apr. 1960	Apr. 1961	Apr. 1960	Jan.-Apr. 1961	Jan.-Apr. 1960	Apr. 1961	Apr. 1960
#Eastern Edition	39.9	36.5	209.7	189.6	17,132	15,674	89,961	81,334	12,611	11,692
#Western Edition	39.7	37.0	209.5	191.0	17,031	15,854	89,858	81,958	12,888	12,264
Average 3 Editions ...	40.8	37.0	213.8	191.8	17,504	15,874	91,728	82,283	13,003	11,974
Total Group	218.9	202.0	886.9	874.9	118,413	109,314	452,474	440,973	88,239	85,570

#Not included in totals. §Not included in totals; as April figures were unavailable as this issue went to press March figures are shown. †Five issues March 1961; four issues March 1960.

Fruit & Vegetable

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Apr. 1961	Apr. 1960	Jan.-Apr. 1961	Jan.-Apr. 1960	Apr. 1961	Apr. 1960	Jan.-Apr. 1961	Jan.-Apr. 1960	Apr. 1961	Apr. 1960
American Fruit Grower (mon)	37.3	42.6	136.3	179.0	16,093	18,394	58,860	77,329	15,391	17,787
American Vegetable Grower (mon)	34.0	32.7	127.9	131.7	14,669	14,112	55,270	56,890	14,124	13,700
California Citrograph (mon)	23.6	23.1	92.5	87.2	15,890	15,540	62,314	58,530	15,456	15,232
Florida Grower & Rancher (mon)	24.5	29.3	97.6	123.6	16,631	19,916	65,605	84,037	15,033	19,496
Vegetable Growers Messenger (bm)	16.2	13.3	35.4	20.4	5,804	5,586	14,868	8,568	———	———
Western Fruit Grower (mon)	43.4	31.7	148.3	142.2	18,228	13,314	62,300	59,724	———	———
Total Group	179.0	172.7	638.0	684.1	87,315	86,862	319,217	345,078	60,004	66,215

Canadian (March)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Mar. 1961	Mar. 1960	Jan.-Mar. 1961	Jan.-Mar. 1960	Mar. 1961	Mar. 1960	Jan.-Mar. 1961	Jan.-Mar. 1960	Mar. 1961	Mar. 1960
Le Bulletin des Agriculteurs (mon) ...	56.4	56.6	139.9	160.3	39,495	39,631	97,987	112,217	39,495	39,631
Country Guide (mon) ...	57.0	45.9	121.3	114.1	41,073	33,069	87,343	82,200	———	———
Family Herald (w)	97.7	105.8	223.1	238.2	95,315	103,214	217,563	232,272	67,621	75,270
Farmer's Advocate & Canadian Countryman (sm)	47.8	53.1	118.5	133.9	33,471	37,199	82,974	93,756	28,288	31,113
Free Press Prairie Farmer (w)	121.2	121.1	274.6	292.1	134,057	133,951	303,743	321,861	68,306	69,305
Western Producer (w) ..	85.4	93.2	193.3	206.5	91,403	99,790	206,710	220,902	50,749	56,546
Total Group	465.5	475.7	1,070.7	1,145.1	434,814	446,854	996,320	1,063,208	254,459	271,865

Admen Testify 'U.S.' Label Is Helpful Abroad

CHICAGO, April 18—The value of "made in America" in overseas advertising was highlighted by several speakers last week at a joint meeting of the International Trade Club of Chicago and the Chicago chapter of the International Advertising Assn.

George Green, advertising manager of the Hyster Co., Portland, Ore., which makes lift trucks, cranes and other heavy duty equipment, said most of his company's foreign ads are the same as those run in the U.S.

■ "They look American, and they speak American," he said. "At first, this seems like a disadvantage, and sometimes I am sure that it is. But we have found that people overseas, at least the people we want to influence, look for American advertising, understand it, and like it. They will frequently read our American ads in English before reading editorial matter in their own language.

"People overseas believe in the power of advertising, far more so than their counterparts in America," Mr. Green said. "It seems to me that, internationally speaking, advertising stands now about where it stood in America during the early '30s. People overseas believe that advertising, particularly American advertising, speaks the truth. They believe in the effectiveness of advertising, and to them it has a real and honest value."

■ Edward D. Bayne Jr., export ad manager of Champion Spark Plug Co., Toledo, said the company had to hypo its foreign advertising when a change in product led many overseas buyers to believe they were no longer receiving genuine Champion plugs.

The product change was to a silver-color plating on plugs, designed to improve performance. Unfortunately, there was a prior influx into foreign markets of reconditioned plugs which had similar silver-colored plating. In addition, foreign consumers were reluctant to accept Champion plugs made in its Canadian or English plants.

Mr. Bayne said two-color newspaper ads were used to educate consumers to the new plugs. The ads also carried the Champion signature, rather than that of the local distributor.

"Each of these markets also asked us for reprints of our international trade announcement ad on plating, with a translation printed in the local language on the reverse side," Mr. Bayne said. "Here again they insisted that to make this effective, it would be necessary for us to show the legend at the bottom of the ad, and to show that these were printed in the U.S."

■ Discussing overseas advertising of Rust-Oleum Corp., Evanston, Ill., John H. Bosse, manager of overseas sales, said: "We try to select publications that reach the same audience that we reach in the U.S. The advertisements are in the local language, although we make every effort to retain the identity of Rust-Oleum as a specialty product of U.S. origin, even though we now make it in Europe as well."

■ Manuel J. Perez, vp of Miles Laboratories Pan American, Elkhart, Ind., said that the company fought off a local competitor in Mexico in 1952 by changing to local manufacture and investing heavily in advertising to offset the competition.

In another instance, Mr. Perez referred to the company's entry into British commercial tv in 1956, when it used American-made commercials, dubbing in a British voice.

The commercials were pre-tested, and were liked by the audience and quite often preferred to locally made commercials, he said. #

Alberto-Culver Tells of 5-Year Ad Total: $19,000,000

MELROSE PARK, ILL., April 18—A stock prospectus filed this month by Alberto-Culver Co. shows that the hair preparation manufacturer had an operating profit of $1,418,289 last year on net sales of $14,905,521.

The company's sale of 155,000 shares of common stock for added working capital and to refinance promissory bank notes, moved it from a privately-held to a publicly-owned company.

No advertising breakdown is given in the prospectus, but it says that "from 1955 to 1960, the company expended a total of over $19,000,000 on advertising and promoting the merchandising of its products."

■ Alberto-Culver joined the list of the 100 largest national advertisers in 1959, with a total ad budget estimated by ADVERTISING AGE at $10,000,000. However, the company says in the prospectus that in 1959 it spent $7,482,652 for "advertising, selling, and general and administrative expenses." The total in this category for 1960 is $10,200,341.

Alberto-Culver makes Alberto VO-5 and Command hair dressings, Rinse Away dandruff preparation, Tresemmé hair coloring, VO-5 hair spray and Derma-Fresh skin conditioner. The company said that in 1960, sales of Alberto VO-5 and Rinse Away accounted for approximately 80% of total sales. #

Schuele to Conover-Mast

Norman A. Schuele Jr., formerly eastern sales manager of *Chemical Processing*, published by Putnam Publishing Co., has been named eastern sales representative of *Construction Equipment*, a Conover-Mast publication.

2nd Class Gets 'Pass' in New Int'l Postal Hike

WASHINGTON, April 18—Newspapers, magazines and books were exempted last week, as Postmaster General J. Edward Day ordered an increase in most postage rates for international mail.

The rate for surface mail to most foreign countries, other than Canada and Mexico, is to be increased from 8¢ to 11¢, and circulars will increase from 4¢ for the first 2 oz. and 2¢ for each additional 2, to 5¢ for the first 2 oz., and 3¢ for each additional 2.

The department offered no explanation for its decision to leave publishers' second class at existing levels, which is 2¢ for the first 2 oz., and 1¢ for each additional 2 oz., to Spain and the Americas, and 3¢ for the first 2 oz. and 1.5¢ for each additional 2 oz. elsewhere. However, the department reportedly recognized that increases in rates on publications shipped abroad would result in a reduction in the worldwide circulation of reading material, which builds good will for the U.S., and for U.S. industry abroad.

■ The new international rates will be effective July 1, simultaneous with the new Canadian rates announced last month (AA, March 13). Under the agreement with Canada, the rate on newspapers and magazines shipped from the U.S. to Canadian readers was increased substantially. #

Cahners Boosts Pritchard; Hamel Leaves, Starts Co.

Eugene B. Pritchard, formerly Cleveland sales representative of *Modern Materials Handling*, a Cahners Publishing Co. magazine, has been named sales promotion manager of that publication, as well as of *Metalworking*.

He replaces Raymond F. Hamel, who has resigned to form Cowan-Hamel Publications, Wellesley Hills, Mass.

'SAE Journal' Suspends Cleveland Operation

SAE Journal, publication of the Society of Automotive Engineers, has temporarily discontinued its Cleveland office, following resignation of Hamilton E. Finney, Cleveland district manager. Representatives from Detroit and Chicago will cover the territory.

J. D. Meyer Moves to Marcus

John D. Meyer, former vp and director of client services of McCann-Marschalk, Cleveland, has joined Marcus Advertising, Cleveland, as a vp.

Brightman Co. Own Landlord

Julian Brightman Co., Boston agency, has opened new offices in its own five-story building at 480 Commonwealth Ave.

Hodges Decides to Continue Committee of Ad Advisors

WASHINGTON, April 18—Commerce Secretary Luther Hodges, who has been reviewing the department's network of advisory committees, has decided to continue the advertising committee, and he may give it additional status.

The Secretary said at his press conference last week that leaders of the advertising committee have been notified that he would like to continue the committee. He said no decisions about the committee have been made beyond that.

The department said the future of the committee was discussed a week ago at a luncheon involving top department officials, with a group of advertising association officials led by Gov. LeRoy Collins, president of the National Assn. of Broadcasters. Representatives of Four A's and ANA also attended.

■ The department said no changes are contemplated in the structure of the committee, which is composed of the heads of between 15 and 20 trade associations in advertising and related fields. He indicated there is some possibility, however, that the advertising committee will be given independent status. In the past it has functioned as a subcommittee of the National Distribution Council.

During the past few days the Secretary has achieved a new working agreement with the department "business advisory council," a group of corporation executives from the top ranks of industry, which has traditionally picked its own members and met secretly with government officials.

■ Under the new arrangements the Secretary will participate in picking members for BAC, and its membership will be expanded to include small business. Some of BAC's meetings are to be open to the press.

Although the Secretary has decided to keep his advertising committee, no decision has been made about the future of the National Distribution Council, he said.

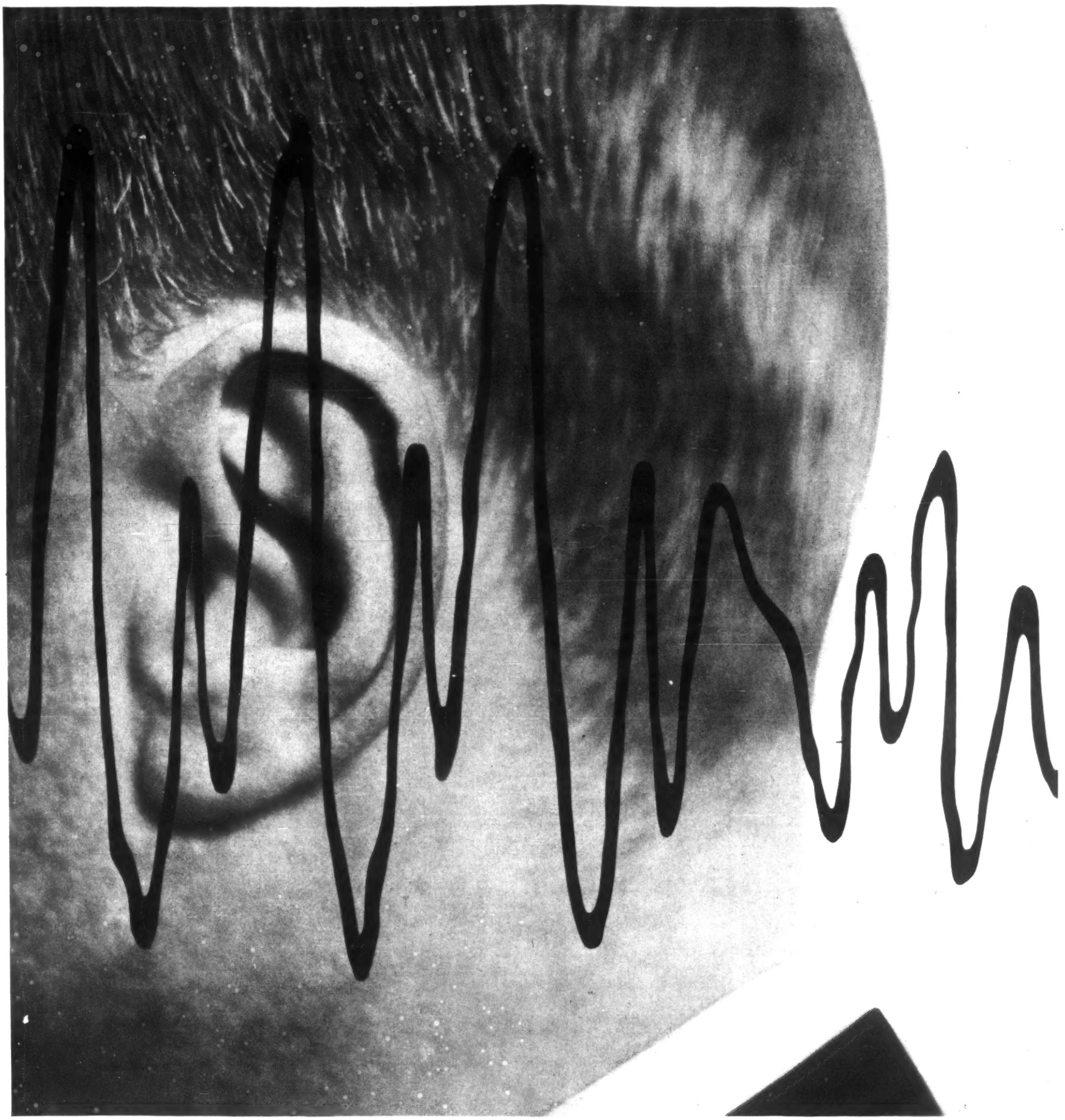
The advertising committee was revived in mid-1959 after many years of inactivity. It meets on a monthly schedule, and is supposed to advise the Secretary on problems of importance to advertising.

Bentley to World Publishing

Richard T. Bentley, formerly vp and general manager of Donrey Media Group, has been named business manager of World Publishing Co., owner of *Omaha World-Herald* and KETV, Omaha. He is a former general manager of the *Fort Smith Times Record* and *Southwest American*, Arkansas dailies.

Virginia Hospital to Kline

Virginia Hospital Service Assn., Richmond, has appointed Robert Kline & Co., Richmond, to handle Blue Cross-Blue Shield advertising in its 66 county area in Virginia.



The whole world is listening for . . .

The Sound That Can't Be Heard!

Scientists call it *ultrasound*. It's pitched so high the human ear can't hear it. Yet the whole world is listening and waiting for it.

Ultrasound can reach into your brain to perform a delicate operation . . . painlessly drill your teeth . . . saw wood . . . dissolve smog. Or even be used as a death ray.

This phenomenon sits for an exciting, full-length portrait in the May issue of TRUE. It is typical of the dynamic, editorial material which attracts 7,000,000 readers to TRUE each month—the largest all-male audience of any magazine in the world.

TRUE encompasses the widest range of male interest—ADVENTURE, CONTROVERSY, SPORTS, CURRENT EVENTS, AMERICAN HISTORY, ACHIEVEMENT, GOOD LIVING. Contributors include top figures in each field, from famed medical writer, Dr. Joseph H. Peck, to inimitable cartoonist, Virgil Partch.

In TRUE, advertisers find an appreciative audience of 7,000,000 individuals—alert, aware, knowledgeable. Interested in the good things of life—willing and able to partake of them. More and more new advertisers are profiting from the pages of TRUE. Why don't *you* look into them?

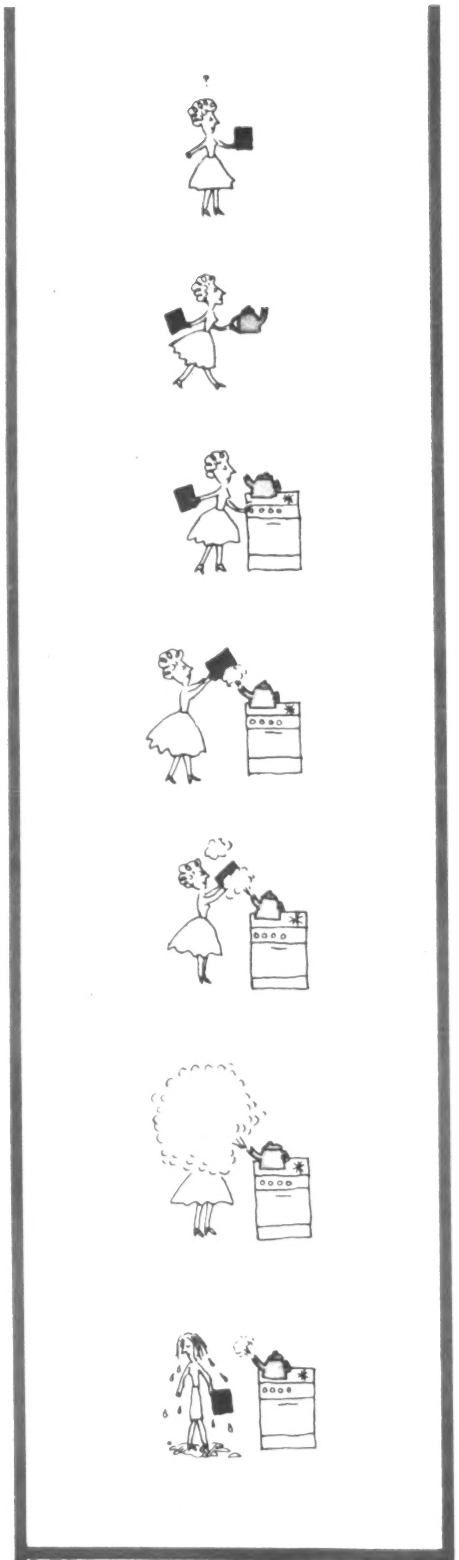
TRUE

Reaches more men in their peak buying years (18-44) than any other major man's magazine

D. Starch 1960

A FAWCETT PUBLICATION

THE WORLD'S LARGEST SELLING, MOST WIDELY READ MAN'S MAGAZINE



almost any package is easier to open with . . .

ZIP-TAPE®

THE DOBECKMUN COMPANY
A Division of The Dow Chemical Company
CLEVELAND 1, OHIO • BERKELEY 10, CALIF.
Offices in most principal cities

Ad Offenders Include More Than Just 'Irresponsible Few,' Dixon Tells ANA

(Continued from Page 1)

back and canal barge."

Meantime, he said, advertising is moving with broadcast or modern press speed. "I don't mean to imply that justice can be dispensed with television speed," he said, "But I do think we ought to be able to get it off horseback."

He stressed changed FTC procedures to make one man responsible for development, trial and progress of each case. He commended the industry guides program, while noting that "how much value they really have depends on the commercial morality of those who read them." And while FTC welcomes "any and all self-policing" it still is "going to read and listen to the ads," he said.

The FTC chairman also spoke sarcastically of the theory that an Irresponsible Few besmirched an Honest Overwhelming Majority, with the few made of little advertisers and the majority of large national advertisers. He noted that among companies whose misleading advertising recently came under action were General Motors; Ford; Chrysler; Colgate-Palmolive; Eversharp; Alcoa; Sears, Roebuck; Standard Brands; and R. H. Macy & Co. Also named as respondents were some of the country's largest agencies—"Apparently their expertise was more concentrated on hard sell than on the law."

■ He went on to say that the irresponsible few can't be limited to those who err through ignorance.

"Many an illegal decision is reached after being carefully weighed by companies and their ad agencies—with lawyers at their elbows—as to how closely the corners of the law can be shaved," Mr. Dixon said.

He said he hoped wiser heads would stop "this kind of brinkmanship." He said he appreciated that quick killings can be made with phony claims, by people who see themselves as "hard-eyed realists in advertising"—with strict observance of the law for sissies.

He expressed the view that trade practice conferences are helpful, provided they don't wait too long to get rid of the unlawful practices.

Finally, he pointed out that advertisers would be forced into a battle of falsehoods if there were no FTC policing business, and that public confidence in the credibility of advertising would diminish.

■ In other sessions during the two days, the emphasis was on those two standard ANA subjects: More efficient advertising, and getting advertising more recognition in management circles.

• **Herbert D. Bissell,** vp of Minneapolis-Honeywell Regulator Co., said the most critical element in advertising in an industrial company is "the respect, and importance, in which the advertising function is held by management." He conceded that industrial advertising and sales promotion is susceptible to reduction when the choice is between cutting sales manpower and ad budgets. He called for upgrading of industrial admen contacting sales and general management, and traced Honeywell's efforts in this regard.

He reported that a multi-division industrial advertiser is an expensive client for an agency, particularly one which uses more than 200 publications, as Honeywell does (at least 80% of Honeywell's media budget goes into technical and business publications), and said that for this reason—plus the fact that Honeywell can do the job cheaper—Honeywell does almost all its own collateral work.

• **Victor Elting Jr.,** vp of advertising and merchandising of Quaker Oats Co., told the group his department is concerned with 34 marketing programs and budgets, ranging from less than $25,000 to more than $3,000,000.

He stressed that company management must first understand how promotion expenditures relate to profit requirements. He showed how Quaker marketing people keep in close touch with company management; how the department is organized and staffed; and how the work of the department is organized. He feels that "to be good advertising men today, we must first of all be good business men."

• **Charles R. Standen,** vp of Tatham-Laird, Chicago, stressed the opportunities offered by new products—and the pitfalls in their marketing. He advocated starting with good products, taking the time to develop, package and research them properly, giving enough time to test marketing (with particular attention to repeat sales in a competitive environment).

And he warned, "A continually increasing number of ideas must be poured into the funnel of your business." He advocated planning new product strategy around the profit curve rather than the growth curve, on the ground that the profit curve is usually hurt by a declining, or "senile" product before the sales volume is seriously hurt.

• **Roger H. Bolin,** advertising director of Westinghouse Electric Corp., told ANA about Project X, the ANA plan for defining advertising goals and measuring advertising results. He held out the hope that through case histories ANA could come closer to seeing situations in which objectives were defined and advertising used to reach them. And he hoped that in time it will be possible to give better answers to the questions about "what we get for what we spend."

• **Alfred Politz,** president of Alfred Politz Research, talked about being specific, arguing, "The ultimate goal of marketing research is to tell beforehand whether or not an advertising campaign will be successful; to tell beforehand whether the one or the other sales point will prove to be superior; to tell beforehand whether a given product has characteristics which will enable it to succeed in the market."

He cited cases where research provided such answers, and observed, "With few exceptions, if advertising claims something which the product does not fulfill, the advertising can destroy the sales."

• **Marion Harper Jr.,** president of Interpublic Inc., told the ANA that Project X would elevate the importance of advertising within the client organization, noting, "When an advertising program starts with consideration of a company's changing goals, rather than with what was done last year or with some problem of copy, media or production—it becomes more relevant to the interests of top management." He thinks the project will make for more "good clients," and for more durable agency-client relationships.

He noted that advertising communications compare favorably with those of politicians—"Advertising doesn't make as extravagant promises; advertising doesn't slander competition; advertising shows far more responsibility in making claims it can substantiate."

• **Walter G. Barlow,** president of Opinion Research Corp., reported on the public's attitude toward advertising—particularly two groups the company calls the tastemakers and the initiators.

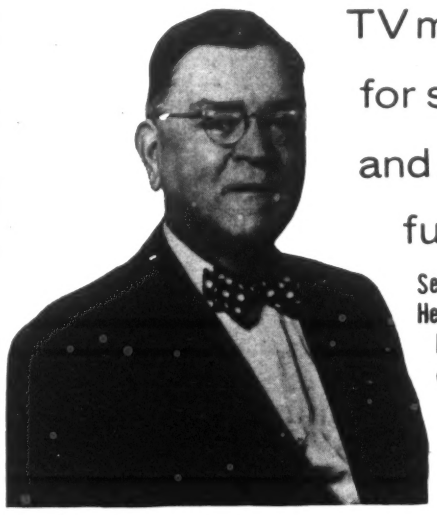
It found that "advertising, as advertising, is not only accepted in our national way of life, it is wanted and needed, by all the people, and especially by those who are the leaders of change.

"Advertising performs the crucial functions, among others, of creating awareness, informing and persuading," he said.

But, at the same time, a high proportion reported individual experiences which were unfavorable—the tastemakers were critical of cigaret and soap and detergent advertising far more than the "follower" group studied, he said.

• **Dr. Morris Cohen,** associate editor of *Fortune*, brightened the ANA with the news that *Fortune* still believes its projections for the 1960s; that it feels business has turned upward and will turn up even more rapidly; and that the rate of rise will extend into next year. He thinks auto sales will hit a selling rate of 7,000,000 units by the end of the year. #

"Look South for new economic strength . . . look at the Jackson TV market area for solid growth and a sound future."



Served, 1954-1957, as Head of Largest World-wide Masonic Organization (Royal Arch Masons)

TOM Q. ELLIS
Clerk, Supreme Court of Mississippi

WLBT Hollingbery 3 | WJTV Katz 12

Serving the Jackson, Miss., Television Area

P&G Stops Spots on 'Play of the Week'; Wants Mass Appeal

CINCINNATI, April 21—Procter & Gamble has asked its agencies to discontinue all P&G participations on "Play of the Week," now syndicated in about 71 markets, and replace them with other spot schedules.

Produced by National Telefilm Associates, "Play of the Week" features strictly adult fare of the kind rarely seen on U. S. television. Among the subjects covered: Mixed marriages ("Wingless Victory"); homosexualism ("No Exit"); and sexual laxity ("Clearing in the Woods").

■ P&G said agencies had been asked to discontinue what it termed a slight schedule on "Play of the Week" because of a complex of reasons, including (1) many stations carry the shows in times the soap company is not particularly interested in for spot buys, for example, an 11:30 p.m. slotting in Cincinnati, and (2) this show, which appeals to a fairly selective audience made up of sophisticates, is not a P&G type showcase. Soap is used by everybody and P&G prefers advertising vehicles with broad mass appeal.

■ Some of the reps thought the P&G move was triggered by a few adverse letters from viewers who consider the much-praised "Play of the Week" dramas too outspoken for tv, but P&G said this was not the case.

P&G emphasized that "Play of the Week" appeals to a large enough audience to justify its appearance on television, and it voiced the hope that the P&G action would not influence other advertisers, accustomed to making selective ad buys. NTA reported sales of the dramatic series have been going well. #

Outdoor Ad Laws Near in Two States

CHICAGO, April 20—Action by the legislatures of Pennsylvania and Nebraska has brought bills controlling outdoor advertising along interstate highways in these states close to the stage of becoming law.

The Pennsylvania senate has passed a control bill, 42 to 5, and sent it on to Gov. David L. Lawrence, one of its sponsors, to sign it into law.

Nebraska's unicameral legislature has indicated its overwhelming approval of a similar bill by defeating, 33 to 6, a motion to kill the bill. The control bill then passed its first floor test by a 33 to 4 vote. It is subject to two more floor votes, but passage appears certain. #

Dodge Trucks Return to Newspaper Ads

Dodge truck is going back to newspapers after an absence of four years with a six-week campaign in 189 dailies. The ads began this week in 175 cities.

The two-column ads, running on sports pages, feature the Dart pickup truck. In New York City, however, where open trucks do not sell too well, a panel delivery was substituted. Batten, Barton, Durstine & Osborn is the agency.

Visual Gets AB-PT Loan

American Broadcasting-Paramount Theaters, New York, has signed an agreement providing a long term loan to Visual Electronics Corp., with rights to purchase up to 40% of the international sales and engineering company's common stock. Visual Electronics specializes in communication systems, including tv automation equipment.

STRAIGHT—*M. K. Goetz division of Pearl Brewing Co. promoted its straight brewed beer with "hi-fi" color ads in seven newspapers. The same ad was also used in a direct mail campaign in Kansas City and Des Moines.*

Goetz Ads in Dailies Use Continuous Roll

ST. JOSEPH, MO., April 19—M. K. Goetz division of Pearl Brewing Co. is using "hi-fi" color ads for a newspaper and direct mail campaign.

The ad is printed in rolls which are fed into the newspaper presses. The type portion of the ad is printed by the newspaper.

The ads ran April 4 in the *Messenger & Chronicle*, Fort Dodge, Ia.; *Waterloo Courier; Topeka State Journal; Capital Democrat*, Sedalia, Mo.; *St. Joseph News-Press* and *Gazette*; and the *Star*, Lincoln, Neb.

The beer ad was also used as a direct mail piece sent to 250,000 homes in Kansas City and 50,000 homes in Des Moines. The piece carries an offer of 25¢ off the purchase of five six-packs of Goetz.

John W. Shaw Advertising, Chicago, agency for Goetz, said the newspaper ad will be repeated, but new dates were not set. #

Chock Full O'Nuts Sets Up Own Agency After Fee Flirtation

NEW YORK, April 21—Chock Full O'Nuts Corp. today confirmed that it is opening its own house agency which will be headed by Jack Rosenthal, its director of advertising.

The official announcement followed reports which have been common here since the company broke with Grey Advertising Agency in March.

Before deciding on the house agency, Chock Full O'Nuts tried to make a less-than-15%-fee deal with various Madison Ave. agencies.

■ Earlier, queried on Chock's feelings before the house agency angle loomed, Mr. Rosenthal had said: "We're not really interested in a fee. Ours has merely been an exploration to determine agency attitudes toward a fee. It was only one of the questions asked.

"But, if someone were willing, we might talk about a fee that would more than protect them," Mr. Rosenthal had declared.

Before joining Chock Full O'Nuts, Mr. Rosenthal was vp and director of marketing and research for Donahue & Coe, which had the Chock account from May to November, 1954. #

Willis Opens Montreal Office

Willis Advertising Ltd., Toronto, has opened a Montreal office at 2100 Drummond St. Clifton Train has been named vp and supervisor of Montreal operations.

Last Minute News Flashes

Hawaiian Airlines Moves to Carey from Holst & Male

HONOLULU, April 21—Hawaiian Airlines has switched its advertising account from Holst & Male, the Hawaii outpost of Interpublic Inc., to Len Carey Advertising. The account bills about $250,000.

Salada Seen Dropping Burnett; Other Late News

• **Salada-Shirriff-Horsey,** Toronto, is expected to drop Leo Burnett Co. of Canada, one of its two Canadian agencies, in the near future. Its billings at Burnett are estimated at $1,200,000. The company also uses Vickers & Benson. It has been known for some time that there has been friction between Burnett and Salada, which currently is interviewing a number of agencies with "head offices in Canada."

• **XEAK,** Tijuana radio station controlled by Mexican interests, reportedly has canceled most of its contracts with San Diego advertisers in advance of launching a regional sales organization based in Los Angeles.

• **Bristol-Myers Co.,** New York, in a departure from usual media schedules for Bufferin, is running a heavy newspaper test for the product in Syracuse, Buffalo and possibly elsewhere. Editorial-style page ads are headlined, "Why doctors recommend Bufferin so often for so many types of pain." Bufferin has not been a newspaper user for several years. Young & Rubicam is the agency.

• **Rep. Francis E. Walters** (D., Pa.), chairman of the House judiciary committee, registered Friday (April 21) his determination to fight the administration's proposal for a $5,000,000 tourism program, which has already passed the Senate. "Stripped of its verbiage," he said, "this legislation simply represents an attempt to have the federal treasury finance advertising and promotional activities of private transportation business, mostly the shipping lines and air lines."

• **Scudder Food Products,** Monterey Park, Cal., has shifted its $1,000,000 account from Campbell-Mithun, Hollywood, to Doyle Dane Bernbach Inc., effective July 15. The specialty food company cited a "specific disagreement in creative strategy" as the reason.

• **Los Angeles Outdoor Employers Assn.** will seek an injunction to keep poster hangers, electrical workers and other employes on the job following picketing of the plants of the eight major outdoor companies by Local 831 of Sign, Scene & Painters Union. An extended freeze in outdoor advertising in Los Angeles appears likely as a result of the walkout (AA, April 17).

• **Space Technology Laboratories,** Los Angeles, a subsidiary of Thompson Ramo Wooldridge, has named Fuller & Smith & Ross, Los Angeles, to handle its $300,000-plus account, effective July 1. Last February, F&S&R was named by Thompson Ramo to handle the corporate account and most of the subsidiaries. Gaynor & Ducas, Beverly Hills, is the present Space Technology agency.

• **Postmaster General J. Edward Day** will be the first witness when the House post office and civil service committee starts hearings April 25 on the administration plan for a $741,000,000 postal rate increase (AA, April 17). Rep. Tom Murray (D., Tenn.), committee chairman, has said he "strongly concurs" with the need "to close the tremendous gap" between postal expenditures and revenues.

• **Reginald Clough,** promotion director of *Reader's Digest*, New York, has been named to work with Walter Hitesman on the sales development and advertising of the *Digest*'s books and records. He will be succeeded in promotion by John Garberson, who joined the *Digest* last August after having been Detroit manager for N. W. Ayer & Son.

• **A. Hilton Ritter** has resigned as exec vp of Zimmer, Keller & Calvert, Detroit, and has announced no future plans. He was account supervisor on Stroh Brewery Co., which earlier this month asked for presentations from Zimmer and MacManus, John & Adams (AA, April 10).

• **Don I. Tibbitts,** for the last ten years an account executive with Batten, Barton, Durstine & Osborn, San Francisco, has been named vp in charge of sales and advertising of Mag-Powr Games, Sausalito, Cal.

• **Craig Mitchell,** assistant publisher of Buttenheim Publishing's *Overview*, an educational monthly, will leave by June 1. His duties will be assumed by Donald V. Buttenheim, president.

• **Textured Yarn Co.,** Philadelphia, has appointed S. R. Leon Co., New York, to handle its Tycora yarns. The account, which billed approximately $45,000 in 1960 and has been dormant so far this year, was resigned by Hockaday Associates.

• **Federal Communications Commission's** desire for an educational tv station in New York apparently has turned the tide in favor of the educational group, represented by broker Howard Stark, as successful purchaser of WNTA-TV, Newark-New York. Negotiations for the sale to this group reportedly were in the final stages as AA went to press. The price to be paid to National Telefilm Associates is $5,750,000. There was no confirmation of reports that the other six New York commercial tv stations would band together, if permitted by the Justice Department, to help finance the operation of Channel 13 as an educational tv outlet.

• **Orvil E. Dryfoos,** president of the *New York Times*, is expected to be named to the additional post of publisher at a board meeting of the newspaper April 25. He will succeed Arthur Hays Sulzberger, who will continue as board chairman.

• **Knight Newspapers Inc.** has begun intra-chain talks in New York about a new national discount plan, to go into effect "possibly by Aug. 1." Involved are the *Akron Beacon Journal*, *Charlotte News* and *Charlotte Observer*, *Detroit Free Press*, and *Miami Herald*.

National Dairy, Borden Launch Frozen Diet Foods

National Dairy Products Corp. and Borden Co. both will introduce frozen versions of their dietary food products this week in midwestern states. National Dairy is marketing Sealtest 900 calorie frozen diet food in seven Ohio cities, using newspapers and spot tv, and will move into eastern and southern markets as fast as official clearances can be obtained. N. W. Ayer & Son, New York, is the agency.

Borden's Redi-Diet special frozen dietary food will go on sale in 22 cities in Ohio, Pennsylvania and Indiana. Newspapers and spot radio will be used. Young & Rubicam has the new Borden product.

Benson & Hedges to B&B; Alpine Goes to Burnett

NEW YORK, April 21—Philip Morris Inc. did the expected today, assigning its Alpine king-size menthols to Leo Burnett Co., and Benson & Hedges (a premium brand) to Benton & Bowles.

The accounts, which together bill about $4,000,000, had been up for grabs since February, when Philip Morris and Doyle Dane Bernbach parted company because of "a mutual disagreement on policy" (AA, Feb. 27).

Both Burnett and B&B are current Philip Morris agencies, and the additional business was in the nature of a recognition of services rendered. Roger M. Greene, vp in charge of advertising, said the naming of B&B "recognizes their excellent work in connection with our Parliament cigaret." In addition to the reported $600,000 billings for Benson & Hedges, B&B has been named to "international assignments."

Burnett's appointment to handle the $3,400,000 Alpine business "reflects the outstanding advertising performance supported by a record of sales success this agency has produced on behalf of our Marlboro and the new Philip Morris Commander," Mr. Greene said.

Burnett thus gets the brand which Benton & Bowles originally lost to Doyle Dane Bernbach. #

Broadcast Exec Kenyon Brown Is Dead at 47

LOS ANGELES, April 20—Kenyon Brown, 47, one of the country's leading radio executives, died yesterday at his home, apparently of a heart attack.

Mr. Brown, a longtime business associate of Bing Crosby, was part owner and president of KCOP-TV here until 1959, and also was part owner of KFOX, Long Beach, which he, Mr. Crosby and another associate recently sold. He personally owned stations KITO, San Bernardino; KSON, San Diego; KGLC, Miami, Okla.; and KANS, Kansas City.

In addition, the Kansas-born executive was president of Vitapix Corp., Vitapix-Guild Programs Inc., and Quality Films Inc.; owner of Kenyon Brown Inc., a consulting organization specializing in radio-tv advertising; president and owner of Caltex Distributors, a drug products company here, and president and owner of Broco Inc., another drug company, in Dallas.

■ Mr. Brown was well-known in golfing and baseball circles. He was once one of the country's top amateur golfers, and up until 1961 was a vp and director of the Detroit Tigers baseball club.

He was equally well-known in broadcasting and advertising, having served once as chairman of the board of CBS affiliates and chairman of the Radio Advertising Bureau in New York. His other broadcast interests included part ownership in State Broadcasting Co., Oklahoma City, and president and director of Midland Broadcasting Co., St. Joseph, Mo.

ELMER W. KOSFELD

ST. LOUIS, April 18—Elmer W. Kosfeld, 48, foreign advertising manager of Ralston Purina Co., St. Louis, died of a heart attack in Quebec April 12 while on a business visit there. He had been with Purina since 1944. Before joining the company, he was with Gardner Advertising Co., working on Purina advertising programs. #

Four A's Hears Plan to Improve Ad Field's PR

(Continued from Page 1)
copy code and interchange.

• Organized and positive publicity.

The program will cost $135,000 for the first year, to be paid out of the association funds, and with future financing to be discussed. The magazine, "Advertising Today," will appear six times a year, starting in September, and have a 25,000 circulation.

■ The preliminary analysis showed that advertising has a public relations problem, which is not acute but may become so; that it suffers from opinion-leader criticism; that there isn't much desire for more government regulation; that self regulation isn't recognized; and that tv is a principal target of criticism.

Hill & Knowlton feels that the general public isn't over-whelmingly critical, that influential intellectual groups are hostile, that the criticism is based on sociological grounds, and that, while there is no important lack of appreciation of the economic role of advertising, "there is deep-seated emotional distrust of the ethics, believability and taste of advertising."

Thought leaders are to be impressed with the fact that most advertising is ethical, credible and in good taste; that advertising is a responsible industry; that there are industry efforts to improve advertising and discourage transgressions; and that advertising aids freedom of choice for buyers. Solution of the problem calls for "sound and positive policies" and "honest corrective action."

■ Along these lines, Harry Harding, exec vp of Young & Rubicam and retiring chairman of the Four A's, took the opportunity to deliver a crisp and witty defense of advertising. He noted that critics don't attack American industry, inventiveness or salesmanship; "they attack their handmaiden. They attack advertising.

"Advertising," said Mr. Harding, "persuades people to buy products." Advertising "is ideas, propelled by money... Advertising is the public persuader."

He took the view that the 17% of people who have unfavorable attitudes toward advertising (according to a Politz study) is surprisingly small. He said advertising is well regulated, and continued, "people are not reacting against *false* advertising. People with unfavorable attitudes resent *poor* advertising."

Poor advertising is of three kinds, he said: "Tasteless advertising; irritating or boring advertising; unbelievable advertising. Those people are not unfavorable to our *craft*. They are unfavorable to our *craftsmanship*."

■ Mr. Harding said bluntly that in the case of false advertisements, "directly or by implication, they must be rooted out, their perpetrators punished, before they do damage to public confidence."

He went on to trace the thinking against an advertising tax:

"The government cannot collect a sales tax if there are no sales. It cannot collect a property tax if no one owns property. It cannot collect a profit tax if there is no profit. Government takes its taxes from the flow of money. If there is no flow, there are no taxes.

"America happens to have the world's largest national income. It happens also to have the world's largest tax revenue. And small fraction though it be, it happens to have the world's largest advertising investment. "This is no coincidence."

■ Improving advertising content is a job that "calls more for statesmanship than haste," E. C. Gerbic, co-chairman of the Four A's-ANA committee for improvement of advertising content, said in a speech prepared for delivery tomorrow.

The Heublein Inc. executive added, "We are getting action; not punitive action, but self-regulated, corrective action." He called such action, in part, "a valid answer to the critics of advertising."

Mr. Gerbic revealed that 103 complaints about advertising were received by the Four A's in the past four years. He said that only in two cases was the Four A's committee "unanimous in its agreement that the advertisement or commercial was in bad taste." Both of these involved nudity in industrial trade publication ads.

"Of the remaining 101 cases," he added, "71 involved bad taste and the other 30 were on the matter of misleading advertising.

■ "I have revealed these figures to give you a better idea of what we mean when we say that advertising excesses and examples of bad taste represent a small but persistent number," said Mr. Gerbic.

Mr. Gerbic told the meeting that his joint committee completed 14 cases—with another six pending—in little more than six months. One case involved disparagement of competitors' products, an "all too common" thing in national advertising.

Mr. Gerbic also spoke of a "rather well-known media management consultant" who blamed "some owners of American business" for advertising excesses. The consultant, said Mr. Gerbic, advanced this theory in "one of the leading advertising trade magazines" which gave almost a full page to his remarks . . .

"I submit that his mistake is a common one," said Mr. Gerbic. "I do not believe there is a single group in government, business or in consumer ranks that is patently responsible for bad taste in advertising or for criticism leveled at advertising. The problem is far more complex than that."

■ Arno H. Johnson, vp and senior economist for J. Walter Thompson Co., New York, drew a statistical picture of the U.S. in 1971: A country with an $800 billion production economy; with about $640 billion of personal income for consumers—an average of $10,000 per household, with a total personal consumption of over $510 billion, requiring about $25 billion in advertising to sell goods and services. Such an ad expenditure would represent about 5% of the standard of living measured by personal consumption amounting to $510 billion.

The U.S., he said, "must add as much to consumption in the next ten years as in the previous 31 years if it is to keep up with minimum estimates of production growth.

"That means rapid changes in markets and in the purchasing habits and consumption desires of people," he continued. "It means rapid upgrading of standard of living concepts in all areas that represent improvement. It means, for example, that total food purchases which, in terms of today's dollars, grew from $37 billion in 1940 to $72 billion in 1960, can grow to over $115 billion by 1971 through upgraded diets, and improve nutrition, quality, packaging and built-in convenience.

■ "Improvements in living standards, therefore, refer not just to the durable goods which represent only 13% of personal consumption —but to all areas of personal consumption expenditures, including education, religion, cultural interest, health, recreation, better diets and so on.

"In other words," said Mr. Johnson, "the higher standard of living now possible goes far beyond just the 'materialistic' manifestations so often ridiculed as typical of our American economy."

Mr. Johnson said the U.S. was "in a very favorable position" now to build "a rapid economic recovery in fiscal 1961-'62." He also said the nation could "have better than a 50% growth in its total consumer and industrial markets in the next decade—by 1971—providing this growth in consumption is adequately stimulated by advertising."

■ In his speech, Mr. Johnson also showed how advertisers needed a 199% increase over their 1951 budgets just to match the changes that have taken place in the market in ten years. To keep even, their 1961 budgets would have to be 14% greater than they were in 1960. This would take into consideration the increased cost of reaching households with a message; the increase in the number of households to be reached; the physical pressures of competitive advertising to offset in each household reached; and the increased potential value—or increased purchasing power—of each household reached.

■ John Hay Whitney, president and publisher of the *New York Herald Tribune*, told the agency men he is perturbed over two growths in the economy—"rising costs and expanding government." He said blame for rising costs had to be shared by "bad and timid management" and "some entrenched labor leaders." Expansion of government was blamed on Americans who had "asked too much or too little." He suggested advertising could "loosen the bind of rising costs by enlarging markets," and discourage unwarranted growth of government by reducing the demands for regulation and blunting the demands for "artificial stimulation of the economy."

■ LeRoy Collins, president of National Assn. of Broadcasters, called for advertisers to identify themselves with the best in broadcasting by sponsoring "blue ribbon" programming.

He said the fact that broadcasting is a mass medium does not warrant the lowering of sights. "To the contrary, as the mass communications medium we have a massive responsibility to reach for higher and higher goals."

If the television industry is to remain free of government control, he said, it has a heavy responsibility to provide programs of great merit, of cultural distinction, of important informational content, of high dramatic quality.

Thus far, he said, the burden of doing this has fallen on the broadcaster. "But those who use broadcasting as an advertising medium, and profit greatly thereby, should share more of this responsibility."

■ The NAB president predicted stricter enforcement of the NAB code, but he said advertisers should not be content to meet minimum standards under any circumstances. "You would find difficulty, I believe, in finding any advertiser who does not want his product to be regarded as the best there is."

He said a growing number of mass market, low cost, consumer manufacturers are discovering it is good business to be associated with the best in broadcast programming. Identification with blue ribbon programs will lend special prestige, since the blue ribbon programming will be developed under a coordinated plan with NAB support.

"I feel it is realistic to suggest," he said, "that some advertisers not currently in television consider sponsorship and that some television advertisers consider devoting a larger share of their budget to higher-quality program sponsorship."

■ Edwin Cox, chairman of the executive committee of Kenyon & Eckhardt, New York, was elected chairman of the board of the Four A's *(see Adman in the News on Page 104)*.

Marion Harper Jr., chairman and president of Interpublic Inc., was elected vice-chairman; William A. Marsteller, chairman of Marsteller, Rickard, Gebhardt & Reed, Chicago, was elected secretary-treasurer.

New directors elected were: Clinton E. Frank, Clinton E. Frank Inc., Chicago; Ray O. Mithun, Campbell-Mithun, Minneapolis; David B. Williams, Erwin Wasey, Ruthrauff & Ryan, New York.

Regional directors elected were: (East) Barton A. Cummings, Compton Advertising, New York; Joseph R. Wallace, Harold Cabot & Co., Boston; C. M. Buchanan, VanSant, Dugdale & Co., Baltimore; (East Central) C. M. Robertson Jr., Ralph H. Jones Co., Cincinnati; (Central) Paul C. Harper Jr., Needham, Louis & Brorby, Chicago; George Bolas, Tatham-Laird, Chicago; (Western) Jack W. Smock, Young & Rubicam, Los Angeles. Frederic R. Gamble was reelected president and director. #

AGROUND—*Overlakes Corp., on behalf of Century Runabouts and Cruis Along cruisers, is running this ad in the May issue of Boating Industry to line up new dealers. The ad reminds dealers that the old days, "when anything that stayed afloat sold," have gone out with the tide. W. B. Doner & Co., New York, is the agency.*

Tidy House Shifts to Marschalk Unit

(Continued from Page 2)
ager of Tidy House, told AA that the agency change was made because of "conflicting personalities," and that Tidy House needed "an agency with a broader approach" because of expansion into broader markets. He declined to elaborate.

Although he declined to disclose sales and earning figures for the past two years, Mr. Rapp said that Tidy House sales "have been static."

Until three months ago, Tidy House marketed its products in a 20-state area, ranging roughly from the Rockies to the Alleghenies, with the exception of southern states. Earlier this year, the company achieved national distribution for Sweet-10, an artificial sweetener. National distribution for other products is planned, Mr. Rapp said.

Other products include Perfex cleanser, Gloss Tex liquid starch, Dexol laundry bleach, Shina Dish liquid dish washer, Spring Rain water softener, Tyro dairy cleanser and Tidy House window glass cleaner, a new product currently in test markets.

Tidy House has been billing about $1,500,000 or more yearly, but McCann-Marschalk told AA that it expected the account to bill $2,000,000.

■ Guild, Bascom & Bonfigli received the Tidy House account from Earle Ludgin & Co. two years ago (AA, April 13, '59). At that time, the agency worked out a deal with Buchanan-Thomas Advertising Co., Omaha, which at one time had Tidy House. Under the plan, GB&B was the agency of record and handled all creative work, and Buchanan handled the contact end. Details of the financial arrangement could not be learned.

Tidy House became a Pillsbury division last year when the Minneapolis company purchased Tidy House (AA, July 4, '60).

■ The appointment of McCann-Marschalk, a subsidiary of Interpublic Inc. (as is McCann-Erickson), again unites McCann with Tidy House and Pillsbury. McCann-Erickson, Chicago, handled Sweet-10 for Tidy House from 1955 to 1957 before losing the business to Ludgin.

McCann-Erickson handled all of Pillsbury for several years before dropping the entire account 12 years ago to Leo Burnett Co. (AA, March 7, '49). #

Blair Adds KOA-TV

Blair TV has picked up KOA-TV, Denver, the third NBC-repped station to name a successor since the court upheld the Federal Communications Commission's ruling that the networks must give up representation of non-owned tv stations. Blair will begin handling the station July 16. Katz Agency acquired the first two stations from the NBC camp, WAVE-TV, Louisville, and KSD-TV, St. Louis.

Iverson Rejoins C-M

Richard Iverson has rejoined Campbell-Mithun, Minneapolis, as assistant to the president. Mr. Iverson was formerly vp and supervisor of media and production, John W. Forney Inc., Minneapolis. Mr. Iverson originally joined Campbell-Mithun in 1948 and left in 1957.

Southam Names Balfour

Southam Co. Ltd., Montreal advertising-printing company, has appointed St. Clair Balfour president, succeeding Philip S. Fisher, who has been named president of the board. Mr. Balfour joined the company in 1931.

world's most explosive shell!

What gives this little brass shell its enormous power? Is it a magical combination of a little reddish cream and a few drops of perfume? Any woman over 11½ years old knows better than that. Its power comes from inside the user—for with a few skillful motions of her hands she feels herself a more poised and effective personality—at ease and ready to deal successfully with the next situation in her world. Good advertising communications start in this same deep source—inside the person. First, find out the needs, desires, hopes and wishes of people. Then talk to them in this language. This is The Personal Approach. It gives an enormous extra explosive power to advertising—the power to reach and to move people.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

'Sell Proposition' Precedes, Not Precludes, Creativity, Bernbach Says

(Continued from Page 3)

intuition.

"It is our belief," he continued, "that such personal intuition, expressed creatively to make the deepest impression, must bring the advertiser the fastest and greatest return on his investment."

■ Solita Arbib, vp and associate creative director of McCann-Erickson, told a women's session, "The female characteristic that's probably most challenging to advertising and business is our desire for newness, our search for change, diversion and new experience." She argued that catching the feminine eye and holding its attention is "one of the great challenges of advertising." She noted that products are spread by advertising—that hibachis from Japan, baskets from Sweden, Eames chairs and Danish room dividers all got their first big exposure as eye-catching accessories in advertising of mass-distributed products.

■ Richard Schoch, a copywriter with Compton Advertising, New York, won the annual Arthur Kudner Award for "excellence in creative writing for institutional advertising" *(see story in adjoining column)*.

■ L. E. Purvis, president of Gallup & Robinson, stressed the application of research to advertisements to improve their effectiveness. He carefully made a disclaimer: "Research does not write ads or commercials. It is the creative application of research that is the key to increased effectiveness." He talked about his research organization's three measurements: Name registration; sales point, or idea registration; and favorable attitude. He showed samples of research done for General Electric, American Cyanamid, Allstate, Glass Container Manufacturers Institute and others.

He pointed out that headlines promising consumer benefit do far better than those involving teasers, word play, brag and boast, or trivia. He stressed the value of a direct approach over indirection and said increased effectiveness may come from application of research to (1) an earlier ad already run, (2) alternate versions of a split-run, (3) pre-test findings, (4) principles accumulated from analysis of many ads, and (5) a combination of the first four.

■ Dr. Samuel Stevens, president of Stevens, Thurow & Associates, Chicago, talked about the manpower problems facing agencies; about the insistence that agency problems are different from those of other businesses; about the unwillingness of agencies to face personnel problems creatively. Mr. Stevens said less than 5% of Four A's members have any systematic studies aimed at improving performance or in recruiting, training or upgrading people.

In his prepared speech, Mr. Stevens said he thinks agencies have to (1) find ways of influencing educational institutions to do a more comprehensive job of preparing young people intellectually and psychologically for creative work in advertising and selling; (2) utilize present manpower more effectively, including job descriptions, organizational studies and psychological evaluations; and (3) similar evaluations in hiring.

He said sharply, "There is a mistaken notion that since much of the work of an agency is creative, it cannot be structured. This is simply not true. There is as much creativity required in scores of managerial and technical positions in a typical corporation as is demanded by the work of an advertising agency. The fact is that this type of disciplined study is not compatible with the temperament of most of the men who have reached positions of management in advertising agencies."

■ He held out the hope that "it is not necessary to employ neurotics in order to secure young men and women of high creative potential."

He warned that to get people of high potential and motivation, "salaries will have to be competitive; the image of your particular agency will have to be good; and the promises you make must be of the nature you can keep." He said agencies must face the fact that they cannot "buy men any more, particularly young men. The agencies must sell themselves and their program."

■ Mr. Stevens said that last year in a test of Chicago college and high school people, of 15 occupations advertising ranked 12th and selling ranked 13th. He felt that better organization can get rid of the "hysterical people" in the agency business, adjust them better to their jobs, "so they don't get drunk and run off with their neighbors' wives."

Discipline and involvement in personal evaluation will mean the improvement of advertising's image, he stated, and he offered members of the audience a free character evaluation—to let them evaluate themselves, and let their subordinates do the same.

Mr. Stevens added that only 800 people are now being trained each year specifically for advertising.

■ Dr. Charles W. Socarides, a New York psychoanalyst, told a women's session that, "despite the good works of the advertising people, there appears to be a tremendous over-concern about the image they have made in the public mind.

"Constantly one hears speeches about what is 'wrong with' the industry," he said.

He thinks that deadlines often stem not from the client but from self-punishment—that "advertising people themselves leap forward in a masochistic and suffering fashion to promote them."

He remarked that a psychoanalyst hears advertising people are "unhappy in their work for long periods of time, and furthermore that very often those who are paid the highest are often the most unhappy and tend to discredit their own achievements.

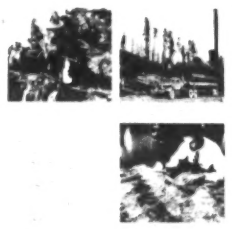
"It is quite obvious that you feel you are paid and paid well for something you enjoy doing," he said. The trouble is, he suggested, that early training has stressed "hard" work (or unpleasant work) as a source of pleasure, and advertising people suffer from faulty childhood indoctrination, teaching that "acts from which one derives pleasure cannot be truly-valuable." #

Don Halsey Joins Compton as VP, Special Assignments

Donald H. Halsey, formerly a vp and director of Fitzgerald Advertising, New Orleans, has joined Compton Advertising, New York, as a vp on special assignments.

Don Halsey

Mr. Halsey had been with Fitzgerald 15 years. Before that he was a partner in Stone, Stevens, Howcott & Halsey.



Should your child be a Forester?

New York Life

YES, AGAIN—*This New York Life Insurance ad won the Kudner award for Richard Schoch of Compton Advertising—adding one more award to the long string of honors that the campaign has garnered since it started in 1953.*

Honor Is Shared, Says Kudner Award Winner Dick Schoch

NEW YORK, April 18—Winning the $500 Kudner award comes as a "pleasant surprise" to Richard Schoch, creative group head at Compton Advertising—but with "mild consternation attendant."

The winning ad—titled "should your child be a forester?"—was part of the New York Life Insurance series discussing various careers open to young people.

Richard Schoch

The campaign is "truly a collective effort," Mr. Schoch is quick to point out. "It would read like the cast of 'Ben Hur,' if all the credits were listed for these ads." Moreover, the campaign was created in 1953, several years before Mr. Schoch joined Compton.

The award was for "excellence in creative writing for institutional advertising," and in accepting it, Mr. Schoch said he must "disclaim all sorts of things.

"First of all, each ad is written by an authority in the particular field featured in the ad," he said. "Second, in order to insure that each ad is done in a readable magazine style, we have a stable of five or six freelance writers who work with the authority to write the 'article' for the ad. My part in the process can be likened to that of an editor. I get the raw manuscript and work it into shape for the ad," he said.

■ This is the first award for Mr. Schoch (the name is pronounced "shock"), but far from the first for the New York Life campaign. This week, for the seventh straight year, the campaign won the *Saturday Review* award for "distinguished advertising in the public interest." Last year, it also won a Freedoms Foundation citation. The Kudner award at least "changes the pace a bit," he said.

The 36-year-old copywriter has been on the account for better than three years, and has been at Compton since 1956. He's been in advertising ever since graduation from the University of Pennsylvania in 1950. But before that, by the age of 19, he had sampled an assortment of occupations in and about Philadelphia, his hometown.

■ From the age of 14 on through college, he was a professional photographer with his own film processing business. One summer he was a printer's devil for the *Evening Public Ledger*. For the last two years in college he was a parttime editorial production assistant with Time Inc., and for two summers he was the laundryman at the seashore resort of Ocean Beach, N.J. This last "profession" he "recommends to everyone." "You met a lot of nice people that way," he said.

■ After high school, he did his Army stint, serving as an artillery scout in New Guinea, the Philippines and occupied Japan. After that, he entered college, where he majored in English and journalism, did his senior thesis on production activities at Time Inc., and graduated with honors.

His first job out of college was as an assistant in the production department of Richard A. Foley Advertising in Philadelphia, but within a few months he was transferred to the copy department. In 1952, he joined the copy department of another Philadelphia agency, the old Geare-Marston. Two years later, he moved to its New York branch as the copywriter for the introduction of Lederle Laboratories' Acromycin.

With the unrest caused by the merger of Geare-Marston with Ruthrauff & Ryan, he joined Compton. "Besides, I didn't want to be a medical writer," he explained. His cluster of accounts now includes Phelps Dodge copper products, Kelly-Springfield tires, Myers' Jamaica rum and El Producto cigars, as well as New York Life.

■ In addition to advertising, Mr. Schoch has another "deep and abiding interest"—the Republican Party. He's long been active in politics in Princeton, N.J., where he lives. For the past four years, he has been captain of the Republican county committee in Princeton township, and he's also on the party's executive committee in Mercer County.

His politicking takes "much too much time," he said. "It's hard to be a commuter and do justice to the job, but it's something I enjoy very much," he added. His experience as a copywriter pays off here, what with all the political tracts, campaign literature and publicity releases to be written.

■ His wife, Dorothy, also borrows his aid for her projects. She's a member of the school board, after having served in many capacities with the Parent-Teachers Assn. She's also a director of the Council of Community Service in charge of welfare ("That sounds far removed from the Republican Party, but we manage to balance it out"). And she's also president and one of the founders of Princeton's newly-organized youth employment service. Financed by various service organizations, it helps find after-school and summer jobs for teen agers.

All this and three children too—Amy, 10; Mitchell, 7; and Foster, 5.

New Goodrich Ads Make Point Where Rubber Meets Road

AKRON, April 18—B. F. Goodrich Co. went rolling along a glass highway this week in an ad campaign designed to prove it has a "big edge" over the rest of the tire field.

The campaign got into gear with 60-second radio and tv commercials in one-third of the 35 to 40 cities scheduled for the broadcast media. Goodrich will push the pedal farther down next week, when a hefty schedule of b&w half-page newspaper ads will break in 300 markets.

The idea of the glass highway—a highlight of the tv commercials—grew out of tire testing conducted for the past three years at the research center in Brecksville, O.

According to Richard B. White, vp and account supervisor with Batten, Barton, Durstine & Osborn, New York, the glass highway, while a promotional gimmick, was actually the outgrowth of a research technique." He said Goodrich has been using the glass highway in an attempt to do exactly what the tv commercials pointed out—to study the contact of the tire and the highway.

■ John B. Hunter Jr., Goodrich consumer products ad manager, said the scientists rigged a glass panel over a small pit to study the whole "face" of a moving tire. For ad photographs and movies, a 126' road-and-bridge structure was built near Los Angeles, with a 36' bridge "paved" with specially tempered glass 0.75" thick.

The campaign—themed to "The big edge"—was designed to demonstrate that Silvertown tires have more rubber on the outside ribs than any competitive first-line tire. Goodrich claims it has put most rubber on the outer edge and eliminated the center rib because the "dead center" of the tread reportedly is the point of least wear.

Goodrich said its glass highway technique was the first innovation in tire demonstration since its own "spikeboard" photographs launched the tubeless tire back in 1948. The demonstration of a puncture-sealing tire running over a board studded with spikes was repeated in tv commercials and other ads for the next ten years.

■ The present approach is tentatively scheduled for a campaign of 12 weeks. The tv-radio schedule is geared for four-week "flights" of saturation spots, while newspaper ads begin on a weekly basis and will then run every other week. The 300 markets covered by the newspaper ads represent about 80% of Goodrich's sales area. #

F&S&R Adds Clayton Mark, Stanthony; Names Griffin

Fuller & Smith & Ross, Chicago, has been named to handle advertising for Clayton Mark & Co., Evanston, Ill., manufacturer of water well supplies, water systems and fittings. O'Grady-Anderson-Gray, Chicago, which handled the account for several years, lost it about two months ago. The company's ad budget is about $100,000, split between media and collateral. In Los Angeles, Stanthony Corp., kitchen equipment manufacturer, has appointed F&S&R to handle its advertising.

In New York, F&S&R has named John Griffin, formerly with McCann-Marschalk, an art director.

Janet Wolff Joins Esty

Mrs. Janet Wolff, formerly vp and copy group head at J. Walter Thompson Co., has joined the copy department of William Esty Co., New York, and has been elected a vp. Author of the book, "What Makes Women Buy," Mrs. Wolff joined Thompson in 1950.

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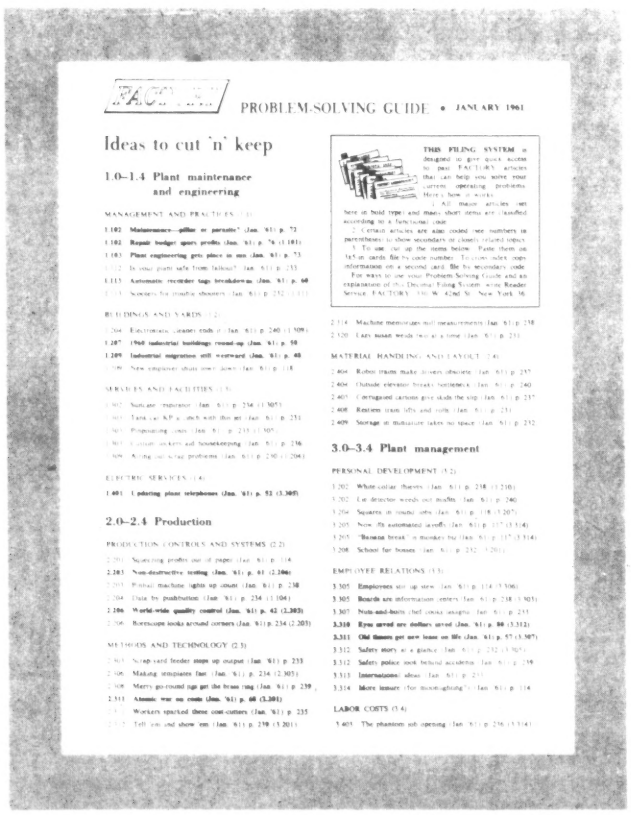

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Ideas to cut 'n' keep

1.0–1.4 Plant maintenance and engineering

MANAGEMENT AND PRACTICES (1.1)

1.102 Maintenance—pillar or parasite? (Jan. '61) p. 72

1.102 Repair budget spurs profit (Jan. '61) p. 76 (1.101)

1.103 Plant engineering gets place in sun (Jan. '61) p. 73

1.112 Is your plant safe from failure? (Jan. '61) p. 233

1.113 Automatic recorder tags breakdowns (Jan. '61) p. 60

1.114 Scooters for trouble shooters (Jan. '61) p. 232 (1.111)

BUILDINGS AND YARDS (1.2)

1.204 Electronic cleaner cools it (Jan. '61) p. 240 (1.309)

1.207 1960 industrial buildings round-up (Jan. '61) p. 68

1.209 Industrial migration still westward (Jan. '61) p. 48

1.209 New employee shuts steel doors (Jan. '61) p. 118

SERVICES AND FACILITIES (1.3)

1.302 Suit-case engineer (Jan. '61) p. 234 (1.305)

1.303 Tank car KP's (Jan. '61) p. 232

1.305 Preparing cost (Jan. '61) p. 233 (1.305)

1.307 Custom jackets and housekeeping (Jan. '61) p. 236

1.309 Acting out scrap problems (Jan. '61) p. 230 (1.204)

ELECTRIC SERVICES (1.4)

1.401 Coloring plant telephones (Jan. '61) p. 52 (3.305)

2.0–2.4 Production

PRODUCTION CONTROLS AND SYSTEMS (2.2)

2.201 Squeezing profits out of paper (Jan. '61) p. 114

2.202 Non-destructive testing (Jan. '61) p. 61 (2.206)

2.203 Pallet machine lights up count (Jan. '61) p. 238

2.204 Data by pushbutton (Jan. '61) p. 234 (1.104)

2.206 World-wide quality control (Jan. '61) p. 42 (2.303)

2.206 Borescope looks around corners (Jan. '61) p. 234 (2.203)

METHODS AND TECHNOLOGY (2.3)

2.301 Scrap-yard feeder steps up output (Jan. '61) p. 233

2.305 Making templates fast (Jan. '61) p. 234 (2.303)

2.308 Merry go-round rigs get the brass ring (Jan. '61) p. 239

2.311 Atomic war on resin (Jan. '61) p. 68 (3.201)

2.312 Workers spurred, three cost-cutters (Jan. '61) p. 235

2.312 Tell 'em and show 'em (Jan. '61) p. 230 (3.201)

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2.314 Machine memorizes roll measurements (Jan. '61) p. 238

2.320 Cars tuned-welds two at a time (Jan. '61) p. 231

MATERIAL HANDLING AND LAYOUT (2.4)

2.404 Robot trains make drivers obsolete (Jan. '61) p. 237

2.404 Outside elevator breaks bottleneck (Jan. '61) p. 240

2.405 Corrugated cartons give skids the slip (Jan. '61) p. 237

2.408 Restless team lifts and rolls (Jan. '61) p. 231

2.409 Storage in midwinter takes no space (Jan. '61) p. 232

3.0–3.4 Plant management

PERSONAL DEVELOPMENT (3.2)

3.202 White-collar thieves (Jan. '61) p. 238 (3.310)

3.202 Lie detector weeds out misfits (Jan. '61) p. 240

3.256 Squares in round jobs (Jan. '61) p. 118 (3.207)

3.205 New fit automated layoffs (Jan. '61) p. 117 (3.314)

3.205 "Banana break" in monkey biz (Jan. '61) p. 117 (3.314)

3.208 School for bosses (Jan. '61) p. 232 (3.201)

EMPLOYEE RELATIONS (3.3)

3.305 Employees size up view (Jan. '61) p. 114 (3.306)

3.305 Boards are information centers (Jan. '61) p. 238 (3.303)

3.307 Nuts-and-bolts chef cooks seagoing (Jan. '61) p. 235

3.310 Eyes unwed are dollars saved (Jan. '61) p. 80 (3.312)

3.311 Old timers get new lease on life (Jan. '61) p. 57 (3.307)

3.312 Safety story at a glance (Jan. '61) p. 232 (3.305)

3.312 Safety police nook behind accidents (Jan. '61) p. 239

3.313 Innovations: ideas (Jan. '61) p. 233

3.314 More leisure (for moonlighting) (Jan. '61) p. 114

LABOR COSTS (3.4)

3.403 The phantom job opening (Jan. '61) p. 236 (3.314)

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Experienced calling on industrial accounts, to cover eastern territory for top management newspaper. Excellent potential for imaginative, enthusiastic and persistent salesman. Salary and commission arrangement. Please send complete resume, business references and salary desired in confidence.

Box 4738, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LAYOUT ARTIST—young man, creative, with a definite flare for design; a crisp, professional rendering skill that comes from a minimum of four years board experience on both consumer and industrial material. If you are our man, here's what you can expect from us: An association with real "pros", a full day's work every day that will vary all over the lot as far as challenge is concerned; the type of atmosphere that only a young, growth oriented agency can provide. He will render the art director's roughs as well as develop many layouts from "scratch"; enough assistant art director assignments to prove his merit for consideration for promotion to that position. Salary commensurate with ability; ideally located for good living in Southern New England. If you are interested, send resume outlining your experience, background and aspirations to

Box 4777, ADVERTISING AGE
630 Third Ave., New York 17, New York

Recession's on! Study the job market carefully, before changing. Write for free copy **National Employment Reports, 20 E. Jackson, 902-G, Chicago 4, Ill.**

COPYWRITER. This fast-growing Rhode Island agency has its eye out for the young man who has enough experience, ability, and desire to take a problem, pick it apart, reassemble the pieces and come up with a creative copy concept that "fits" . . . then, turn it into a campaign that will reach client objectives. Our man is young and aggressive and perhaps has four or five years with a good medium size agency under his belt. He'll get copy assignments from us that will span both consumer and industrial accounts. Most of all, he'll get opportunity to move forward in this business as rapidly as his talents dictate. We're a twenty-three man team; there's plenty of room at the top for the kind of person who doesn't need his hand held, all he needs is a copy challenge and the backing of the staff we can give him. Starting salary shouldn't be important to our man (although we'll give him enough so he won't have to worry about it); it's the man who wants to be earning top dollar when his talent matures fully that we want! If you are our man, fire us a note along with some samples of your stuff. Then, get ready to grab your hat and come talk!

Box 4778, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

Book designer and production manager for small active long established midwest publisher to design books and pamphlets, purchase materials, printing, and binding services, supervise production. Opportunity for wide variety of activities, independent action and growth on the job. Either man or woman. Salary dependent upon qualifications. Send complete information on qualifications, experience, and references. All applications confidential.

Box 4779, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PROMOTION MANAGER

Promotion Manager, man or woman, wanted by area's number one television station, medium size Southeastern market. Qualifications: Take charge station's Promotion Department, including on the air, newspaper, billboards, and above all, market and station promotion including market research and preparation of market and station sales presentations. If you have the ideas, and the follow through, this is the place for you. Working conditions and employee benefits excellent. Please send resume, salary requirements and photo.

Box 4780, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Broker for screen process industry experienced representative needed by largest all-automated shop in country. P.O.P. and display facilities—liberal remuneration—located 5 minutes from Philadelphia.

Box 4782, ADVERTISING AGE
630 Third Ave., New York 17, New York

HELP WANTED

Direct Mail
Creative Director

If you have a record of producing orders and leads from mass consumer mailings, this is a great opportunity! You will head new creative department . . . create better direct mail for top consumer advertisers who are our clients. Chicago based. Salary open. Send complete resume in confidence. Our personnel know of this ad.

Box 4785, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARE YOU FACED WITH AN ART PROBLEM?

Art Directors, Ad Managers, Studio Owners
CALL BETH TURNBULL at BARNARD PERSONNEL
220 South State Street—WAbash 2-2306
for the right type of talent to face any art job.

ACCOUNT EXECUTIVE

Going, growing medium-size Boston agency looking for man who's looking for spot to put down roots and really grow. Our man has a creative mind, a strong business sense, a good knowledge of merchandising, promotional and advertising techniques borne of education and several years of experience in an agency, or as an ad manager. His primary responsibility will be to work with the agency veep on a group of accounts that have plenty of growth potential. The salary is modest to begin with, but our kind of man agrees that his income should depend largely on the outcome of his efforts—how largely is strictly in his hands. He'll write us a letter explaining why he thinks he's the man for the job—why he thinks we ought to meet him. He'll send it to

Box 4783, ADVERTISING AGE
630 Third Ave., New York 17, New York

ILLUSTRATOR. Modern, versatile, fast! To visualize and produce sketches and finished renderings for high-quality producer. Must have demonstrated ability to work in all media, color and B W, with minimum direction. Willing to work as one of a team w Art Director and Writer. Midwest region. Please state salary requirements. Send resume

Box 4784, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity editors
adv. managers copywriters
artists media production sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

ADVERTISING TEACHER needed in large eastern school of journalism.

Box 4781, ADVERTISING AGE
630 Third Ave., New York 17, New York

CHEMICAL COPYWRITER

Tightly-knit New York 4A agency with 23-year record of fine work for small, stable list of blue-chip clients has once-in-a-lifetime opening for a copy-contact man with at least 3 years agency experience. Exact requirements: Space-advertising experience on such items as dyes, detergents, paints, resins, organic or inorganic chemicals, etc. (not drugs, cosmetics or pharmaceuticals). Enough chemical knowledge to grasp the facts and stay with them; enough imagination and writing ability to do graphic ads; enough savvy to be commercially convincing. Good working conditions, job integrity, nice associations, realistic pay and stock participation when earned, plenty room for progress. Re-read requirements, then summarize jobs, dates, chemical accounts actually written, earnings, ability now. All on-the-beam replies acknowledged. President,

Box 4786, ADVERTISING AGE
630 Third Ave., New York 17, New York

TRADE PAPER SPACE SALESMAN

Excellent opportunity in Midwestern territory for man living Chicago area. Experience and good appearance essential. Knowledge of food or dairy industries a valuable asset. Past earnings of $8,000 to $12,000 or more. Drawing account against commission basis. Our staff knows of this advertisement. Submit complete resume with photograph if possible. Write

Box 4787, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING—EDITORIAL

Sales Prom. Consumer Hard Gds.....$10,000
Copywriter, Industrial Agcy.....$10,000
Advtg. Mgr, Retail exp.....$7,000
Editor, Food Publication.....$8,000
Layout Artist, Pkg. Design, Booklets, etc.
Home Economist-Test Kitchen & Promotion

SHAY EMPLOYMENT AGENCY
55 East Washington, Chicago 2, Illinois

POSITIONS WANTED

PRODUCER

Unique bg. in TV Programming, Mot. Pix Prod. & A-V Aids. Inventively thorough. Good Team Man in Visual Communications.

Box 4771, ADVERTISING AGE
630 Third Ave., New York 17, New York

FINANCIAL ADV. MGR.

Mature, young (early thirties) adv. man wishes to relocate. Family, BS journ. & adv. National consumer finance chain exp. Reputation for quality work and cost control. Nat. d/m, radio, newsp., pr, admin, TV (that sells) exp. Depth (know) edge in graphic arts, from business forms to d/m assemblies. $12M.

Box 4788, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY EXECUTIVES!

I'm 24, married, ambitious, creative and in search of more agency experience, more opportunity. I can write copy, meet people, plan and coordinate a program. I'm not expensive, I learn quickly and I'm willing to go anywhere for the chance to become your most valuable asset. Letter and resume' with more information airmailed at once. **J. Richard O'Kane, Apt. 1, 46 Alumni Ave. Providence, R. I.**

WELL KNOWN MEDIA BUYER AVAILABLE

Over 10 years experience in newspaper, magazine, outdoor, radio and TV. Well versed in marketing of food, automotive, agricultural products, appliances, etc. Salary open.

Box 4789, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Ambitious Yale Senior (Dean's honor list) interested in summer job in New York City in Advertising Agency, Newspaper, Public Relations or Publisher's Representative organization. Fourth generation newspaper family and have worked summers in all departments of daily newspaper. Speaks Spanish and has travelled around South America. Married. Will be in New York City during ANPA meetings for personal interviews. Write

Box 4790, ADVERTISING AGE
630 Third Ave., New York 17, New York

TRADE JOURNAL SPACE SALESMAN

My publisher has decided to reduce his staff which makes me available early in May. My assets consist of the experience acquired by 14 years selling space for specialized to manufacturers of machinery, equipment and supplies ranging from motor trucks to boilers and other hard goods to packaging materials for domestic and foreign markets. Other components of this experience include management background, market research, presentations for selective selling, constructive thinking and adaptability. Should you agree the qualities inherent in maturity are an asset and have a New York based opening, I would like to hear from you.

Box 4791, ADVERTISING AGE
630 Third Ave., New York 17, New York

To talk with me is to envision more effective advertising, happier clients. Experienced copy chief, copy, creative-contact man. Industrial Agriculture. Persuasive, versatile, realistic and 38.

Box 4793, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LAYOUT ART DIRECTOR

Creative, crisp, professional—12 yr. ex. nat'l acct. Either company or agency—backgrd. in both. Prefer mid-west.

Box 4796, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

I WON'T ANSWER A "BLIND" AD

. . . it's too one-sided. Please answer on your company letterhead if you're looking for an all-around, inside-outside, creative-contact, agency-industrial ADMAN. Copy is my strongest point . . . layout, photography, graphic arts, purchasing follow close behind. Heavy appliance experience, war service, college degree and 12 years of solid all-advertising experience add up to a valuable, 34-year-old executive. Chicago. Salary open.

Box 4792, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTA GET BACK TO FLORIDA. Experience in Direct Mail & Printing Sales, Newspaper & Radio writing & production.

Box 4794, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA ANALYST

Top agency experience in the integration of marketing needs and media activity. Experienced in proposals and presentations. MBA in marketing. Age 29.

Box 4795, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MANAGER PLUS CREATIVE

Having growing pains? Need all-rounder to set up procedures, see that the work gets out, carry a real creative load too?

Box 4797, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HOUSE ORGAN editor with 4½ years diversified writing experience, 2 as Managing Editor in one-man operation, seeks similar position with future.

Box 4798, ADVERTISING AGE
630 Third Ave., New York 17, New York

WRITER publicity gal, sls prom. features, articles, plcmt. can slant prestige or hard-sell, book pub. exp. Salary flexible $4M to $7M depending on arrangements.

Box 4740, ADVERTISING AGE
630 Third Ave., New York 17, New York

German sociologist & economist, 32, single, seeks position with institute or agency for 1-2 years to study and practice market research in the USA. Passage paid by applicant.
Peter Wagner, Ulrichstrabe 17, Frankfurt M., Germany

35 year old ad executive leaving management position major full line appliance manufacturer. Media, agency, company experience. Available soon.

Box 4799, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION-ADV MANAGER

Creative, diligent, aggressive prom-adv man. 5-yrs. dept. store, 3-yrs. nwspr. Heavy layout and copy bkgrd, plus budget planning and control. B.A. Degree. Age 32.

Box 4800, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

RECENT COLLEGE GRAD, EXPERIENCE in art and account work. Phila area.

Box 4801, ADVERTISING AGE
630 Third Ave., New York 17, New York

MARKET ANALYST

Eleven years sound experience all phases trade and consumer research with various package goods, liquor, and industrial products. Skilled in developing promotional ideas and programs. Record of success in (1) identifying, (2) making the right recommendations to solve Marketing problems. Want to show you work which has proven profitable to my employers. Agency background. Graduate study specialization—Marketing. Single. Veteran. Locate NYC.

Box 4802, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

Opportunity to realize over $20,000 in commissions per year for Advertising Representative Sales Organization familiar with selling advertising space to hotels, motels, restaurants, shops, etc. in the Chicago area. Completely new type travellers booklets. Must have sales organization. No draw or guarantee but earnings are there for the right representative.

Box 4803, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHER's Rep Wanted

Swimming Pool News, Nat'l semi-monthly trade pub covering swimming pool industry, wants publisher's reps to cover Ga., Fla., Ala., Miss., La., Tex., Ark., Tenn., Car. & Va. areas. Write fully giving area you are now covering and trade books you represent. **J. Field, General Publications, 356 S. Western Ave., Los Angeles 5, Calif.**

REPRESENTATIVES AVAILABLE

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.

Box 4733, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

THINKING OF A CHANGE?

Established Cleveland Rep can boost ad volume in Ohio, Mich., Pa. Let's talk!

Box 4804, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

SALES PROMOTION ORGANIZATION

in Chicago will consider merger or sale. Specialists in creative planning, preparation, production of internal promotional material, sales personnel motivation programs, contests, direct mail. Also visual aids and meeting helps for sales managers and items which can be sold through mail. Established 24 years. Equipment includes, small press offset, cold-composition, plate making, other depts. for complete one-source handling of promotional material. This company should interest agency wishing to extend complete promotional service to clients or man who wants a going business of his own. For confidential discussion write

Box 4805, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEED A PLACE TO HANG YOUR HAT?

Active NW Chicago copywriting service seeks working writer or artist to share expenses. Modern offices with 2 phones. Full-time secretarial help. **AV 2-3367.**

FLORIDA NEWSPAPERS AVAILABLE

We have selection of weekly newspaper properties in choice high-growth areas in Southeast Florida. Full facts will be given bona-fide buyers. Please wire, or write

Box 4806, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

ENGINEERS AT THEIR HOME ADDRESS. Over 125,000 Select by types. On Speedaumat Plates. Lowest rates. **DECISION, INC. 4617 Red Bank Rd., Cincinnati 27, O. BR 1-3200**

WRITERS!—FREE SAMPLE copy of PINK SHEETS listing top-notch USA markets for short stories, articles, books and plays available to you upon request. **Write today! Literary Agent Mead, 915 Broadway, New York 19, N. Y.**

MEDIA MEN WITH CAPTIVE ACCOUNTS

Depend on Us as a Reputable D&P rated Source of supply for all Prime Lines of Ad Specialties, Business Gifts & Dealer Co-op Programs-Liberal Brokerage
McWeeney Co. Drawer 87A-West Haven, Conn.

CHICAGO FREE LANCE SERVICE

We offer you the services of Chicago's top-level creative talents. All media. Ideas, copy, layouts, storyboards. We'll handle your creative department overload.

JOHN DENNISON & ASSOCIATES
30 N. La Salle St. — AN 3-1152

AVAILABLE

Space salesman (not just a rep.) Cleveland-based. Experienced in plant equipment field. Good producer who is willing to travel extensively. Prefer commission basis and contract.

Box 724, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DON HARRIS NEEDS:

this week only one man his files couldn't surely enough produce

TV WRITER (other copy experience no handicap), for a top agency. Food, other package-goods experience desirable. Major-agency, major-account experience.....$16-$18M

SPECIAL NOTE: Please don't send Don coy resumes aimed at getting interviews in which more will be disclosed. He needs all relevant specifics, prefers too many to too few.

DON HARRIS, Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson Chicago WA 2-9400

PRODUCT MANAGER

Leading line of housewares

$14,000-$16,000

New position result of growth of a foremost company in field and adoption of marketing concept. Opportunity for man with proven product management experience to demonstrate professional ability. Responsible for complete marketing program (advertising, sales promotion, forecasts & budgets, market research, merchandising aids) of pace-setting line in houseware hardware/furniture field. Age to 40. M. B. A. preferred. Both manufacturer and agency experience desirable. Reply briefly in confidence to consultant.

Box 718, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING-PUBLIC RELATIONS

Executive Salesmen

Nationally known and rapidly growing publisher of widely accepted sales promotion, educational, and training materials in fields of insurance, mutual funds, investments, banking, real estate

OFFERS MEN WITH PROVEN SALES ABILITY NOW EARNING FROM $6,000 to $7,000 WITH NEED TO INCREASE

unlimited opportunity for high earnings and advancement to management. Must have successful record selling sales promotion ideas, or public relations programs, or advertising specialties to top business men. Experience in setting up and handling convention displays helpful.

Territories available in various parts of the U.S. State your preference.

SALARY + COMMISSION + BONUS. HIGH VOLUME REPEAT BUSINESS. FANTASTIC 59% INCREASE IN EMPLOYEE PROFIT-SHARING EQUITY IN 1960.

Write promptly giving full details of education, sales experience, business references. Immediate interviews for qualified candidates.

Address your letter to: I. B. PEARCE, Room 803, 70 Fifth Avenue, York 11, New York.

RADIO-TV WRITER

We're looking for a real pro—a real idea man who can contribute creative sparkle and turn out a good volume of day-to-day routine copy. Some film and live TV production knowledge will be useful.

We're a medium-size Chicago agency — well established — and can offer the right man all the challenge and opportunity he can handle! Send resume to: **Box 725, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.**

COPYWRITING STUDIO
Confidential Work

the copy shop
MU 3-1455
270 madison/ny 16

Add 26 copy experts to your staff—*but not to your payroll*—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication any kind—any medium

OPPORTUNITY FOR TV WRITER-PRODUCER

We are a fast growing A.A.A.A. Chicago Food Agency with national accounts. We need a young man who has had at least 5 years experience writing and producing TV and radio commercials. Experience is important. Ability to express ideas that will sell products is even more important.

If you can qualify, we have a rare opportunity in a key position with rapid promotion, and a very fine future. We welcome out of town applicants. Our people know of this ad. Write fully. Sell yourself. State starting salary. Box 719, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

AD AGENCY MERGER

Small NYC agency—billing a quarter of a million in a few prestige accounts—wants to merge with established—well financed—recognized agency. Good opportunity for out-of-town agency to open self-supporting NYC branch office.

Box 720, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

MY CLIENT IS OUTSTANDING!

I can say it. He can't. But the record speaks for itself. He is now a senior V.P. in an agency billing over $25 million. In his long experience his poise, persuasiveness have landed many accounts.

His achievements in marketing mark him as a strategist. Even his copy confirms him as a bright idea man. His knowledge is demonstrable in all departments of the agency.

He is personable, socially accomplished—a stirring story teller—wears well. Unusually well educated and widely traveled. Knows French and German.

If a medium size, solid organization is looking for a wheel to help it roll farther, faster, he will gladly give his abilities, bring a few accounts. If the relationship proves as pleasant as he expects, he is prepared to make a financial investment. *Write in confidence to:*

Walter Lowen
Management Consultant
59 Middle River Road
Danbury, Conn.

OUT OF NEW YORK AGENCIES PLEASE NOTE. HERE IS THE WAY TO ESTABLISH A FUNCTIONING N. Y. OFFICE WITH OPPORTUNITIES INSTEAD OF OVERHEAD.

PUBLISHERS REP WANTED

Long established So. California publication, leader in its field, wants experienced N. Y. and East Coast rep. Must know hard sell and soft sell technique. Great potential. Send complete resume:

Box 27-Q-3, ADVERTISING AGE
4041 Marlton Ave.
Los Angeles 8, Calif.

PRINTING

Quality letterpress at less than offset prices. Fast service, firm delivery. We work from your layout or mechanical and plate whole page. Overnight quotes.

T & G Printing Div. Wethersfield, Conn.

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

Solid, well-rounded background, with talent in *total* creativity—not just a wordsman. Polished, sales-minded writer, skilled in all phases of graphics, all media.

need this COMPLETE COPY-CREATIVE HEAD?

Grasps, projects the *idea*, knows how to develop the complete plan. Extensive client contact, market plans experience. Fifteen years with top brands and agencies. Guides, trains, supervises, *does*—effectively and harmoniously. Moderate-size agency, or creative department, preferred. Box 715, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

MEMO

TO CAPTAINS OF INDUSTRY, AGENCY ADMIRALS, PUBLISHERS IN GENERAL:

First rank visual communicator (design, photo-illustration, production) seeks responsibility, opportunity to exercise full scope of talent and experience.

Now with national publisher in design-production; I'm 30, married, sober, sincere, a button-down type with a compact car. Important for you, I'm at the peak of my productivity, bursting with drive and healthy ambition.

Behind me is 12 years top experience in photo and audio-visual direction, industrial art direction. Have designed and produced lavishly illustrated pieces (books to broadsides), taken outstanding photos (national advertising, magazine, slidefilm), created exciting graphics for industrial eye.

Now earning 10M, shooting for 12. Let's arrange interview. My portfolio is worth seeing!

Box 716, Advertising Age
630 Third Avenue, New York 17, New York

Our 50th Year

BRAND ADV. MGR.—food or dairy bkgnd preferred $10,000
WOMAN COPYWRITER—must have at least 5 yrs. agcy exp. 8,000
JR. COPYWRITER—man or woman primarily house-organ a/c's 6,500
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

SAN FRANCISCO SALESMAN

Experienced industrial and farm space salesman wanted. Mature, married, veteran preferred. Operate major representative Bay Area office. Travel five states occasionally. Salary, commission, hospital plan, expenses, etc. **Write full details to Mo Kimball, pres., The Maurice A. Kimball Co., Inc., 681 Market St., San Francisco 5, Calif.** Start immediately.

TIME BUYER WANTED

Fine opportunity for experienced young time buyer. Must have at least 2 yrs. experience buying local and network TV-radio time, doing analysis work. We are a fast growing Chicago A.A.A.A. food agency with national accounts.
Our folks know of this ad. Write fully. State salary expected. **Box No. 721, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.**

PUBLISHERS REPRESENTATIVE

Many years experience selling trade magazine and directory space. Seeks to represent well established publications in Ohio and bordering states. Will represent single publication only if offer justifies effort. Write in confidence.

Box 717, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES ASSOCIATE

Public relations firm—top reputation—needs some additional sales help. Need associate with sales ability to follow neglected prospects. Moderate investment will be under your full control. Possible partnership. Box 713, Advertising Age, 4041 Marlton Avenue, Los Angeles 8, Calif.

WANTED: COLLEGE GRADS

Planning to send your kids to college? $25 a month plus time plus right investment could swing financing. Write for free prospectus. Could be your greatest investment return, for college degree adds $1¼ million lifetime earnings. **Box 526, Wall St. Station, New York 5.**

WANTED . . . COPYWRITER
with a fat EGO!

and the talent to back it up. **We want a full grown pro** . . . not a man who **wants** to be a pro. You can be 25 or 65. Look in the mirror and ask yourself—"by writers, am I a writer?" If the answer is an honest "Yes" and not a bluff "Yes"—contact us; otherwise don't waste our time. (We're a medium-sized Michigan Ave. agency with giant-sized talent and standards.) **Box No. 714, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.**

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

FOR SALE: 3 APT. BROWNSTONE ON CHICAGO'S NEAR NORTH SIDE

Advertising agency owner completely rebuilt this fabulous brownstone town house. One-half block from Lake Michigan. 2nd and 3rd floor duplex apartment was specially designed for the owner with liv. rm., din. rm., kit., deep freeze, etc. 2 bdrms., 1½ baths, 2 W.B. Firepl. Finest appointments thruout bldg. 1st floor 3½ rm. apt. Basement 3½ rm. apt. & patio. Oil heat. Parquet floors. Chandeliers. Plate glass mirrors. Low taxes. Practically maintenance free. Excellent income on invesiment. Owner forced to move because of growing family. For information call Mrs. Gleason, Central 6-1855.

Baird & Warner
215 North Dearborn, Chicago

Mr. Publisher . . .

It will pay you to investigate the profitable advantages of magazine and book production in Duluth, Minnesota. Phone, wire, or write the Duluth Industrial Bureau, Duluth 2, Minnesota.

SPACE SALESMAN

We have an opening in Chicago for an able young man who has had several years experience and would like to move into a major territory. Must be married, college degree, military service over, and willing to travel. **Apply by letter only to Angus Ray, Package Engineering, 185 North Wabash, Chicago.**

ADVERTISING

- **COPY**—"Self-starting" writer. Consumer bkgd for agency **OPEN**
- **PUBLICITY**—**Ind pub exp and/or bkgd** for agcy. Firm pays well—works men hard **OPEN**
- **COPY-CONTACT**—Hardware and/or automotive after market exp for agcy **OPEN**
- **MARKET RESEARCH**—±2 in agcy research dept. Oppty truly outstanding. Ind research exp. mandatory **OPEN**

Send confidential resume in duplicate to:
Advertising Division
STURM-BURROWS & CO.
Executive Search and Personnel Placement Specialists
1420 Walnut St. Phila 2, Pa.

Corning's Shopping Center Push Aims at Sales of 2nd TV Sets

PEABODY, MASS., April 19—An unexpected snowfall provided the ideal setting for Corning Glass Works to start its "Operation Snowball" rolling at the giant Northshore shopping center here today.

Parachute jumpers, cowboys and comedians were used by the company to launch a ten-day advertising and promotional effort aimed at stimulating "second set" tv sales. Corning, which makes tv picture tube shells, is underwriting a year-long, industry-wide promotion to hypo receiver sales. Sales fell from $896,495,000 in 1959 to $825,484,000 in 1960, according to the Electronics Institute Assn.

Corning used newspapers, radio and tv to spread word of its set demonstrations at the shopping center. Ads included the theme, "tv is as portable as people."

■ Large newspaper ads are running in three Boston dailies, two Lynn newspapers, and newspapers in Peabody, Salem, Beverly, Gloucester, Wakefield and Woburn. A total of 275 one-minute spots are being used on WBZ, Boston; WHIL, Medford; WESX, Salem; WLYN, Lynn; WNBP, Newburyport; WCCM, Lawrence; and WLLH, Lowell, Mass.; and WHEB, Portsmouth, and WSMN, Nashua, N. H. Tv includes a total of about 50 spots on WNAC-TV, WHDH-TV and WBZ-TV, all Boston, and WMUR-TV, Manchester, N. H.

In the drawing at Northshore, a couple will win a two-week trip to Miami Beach. Other winners will receive 22 portable tv sets.

Ads were placed by Ralf Shockey & Associates, which is handling the industry promotion. Shockey said that Corning's next promotion may be in Kansas City. #

Lockwood Joins 'Argus'

Virgil Lockwood, formerly copywriter and account executive with Cole & Weber, Portland, Ore., has joined *Hillsboro Argus*, Oregon semi-weekly, as advertising manager. New assistant advertising managers are Al Mades, formerly advertising manager of *Crow's Western Equipment & Timber News* and *Crow's Lumber Digest*, Portland; and Mrs. Christy Zenger, previously with Grant Thuemmel Agency, Portland.

You could probably even sell a USED TENNIS RACKET in the Ad Age Classified Section!

. . . for The Advertising Market Place is sort of a one-big-family meeting place where over 177,000 marketing men get together each Monday to hire, buy and sell. They are alert to unusual situations. Surprising results are scored by these low-cost ads. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

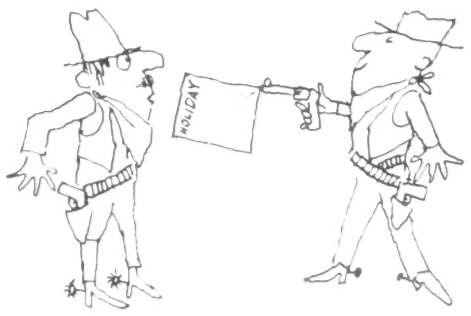
THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

SPEAKING OF HOLIDAY

(Does anybody have an extra copy of the April issue?)

If there is anyone around by this time who still doesn't know that the April issue of Holiday Magazine was devoted to San Francisco, that it was sold out by eleven o'clock on the morning that it went on sale out there, and that copies were reputed to have been bootlegged at as much as $6.00 per copy, then let him step forward and tell us where he's been. It will tip off Holiday editors to a spot that is so remote and sparsely settled that Wilkesland will seem urban by comparison.

The facts support a story that is almost unique in magazine publishing. The normal draw (a circulation trade term you can promptly forget because it means nothing more than the number of copies customarily sent into a



region) for the San Francisco Bay Area is 4,500 but at the end of three weeks sales had passed 61,000 and there is reason to believe newsstand total for the entire state will reach 100,000. And that latter figure was not just rounded off to make things easy for the home folk—it is a reliable estimate.

It's not our purpose here to just recite a few sales figures while they are still fresh in our memory, but to give you some impressions as well. To put the matter briefly, what the editors intended as a good, thorough round-up on San Francisco turned suddenly into something fissionable. Everything is created to fill a need, as lemon was made for Dover sole, and it turned out that while a lot has been written about San Francisco, the definitive job remained to be done. Even Herb Caen, the knowledgeable columnist of the San Francisco Chronicle and the author of several books about the city, read the issue, made some pencil notes in the margins, and turned up with two columns beginning, "Things I never knew about our city till I read the

April issue of Holiday . . ." On March 13, he wrote: "Pictorially and editorially, it's a smashing edition — by far the best ever done on our town."

The San Francisco Chamber of Commerce, whose interest was understandable, announced at the close of the first day's sales that 32,400 copies had moved from newsstands to coffee tables in the Bay Area. "By 9 a.m. you couldn't get a copy anywhere downtown," a spokesman for the Chamber said. "The magazine is rushing in copies from other parts of the country to meet demand." A short time later, the Chamber of Commerce's pride had switched to anxiety, and it began urging San Franciscans who had finished reading the magazine to send it on to friends in other parts of the country. "If too many copies are sold locally there won't be enough people reading about San Francisco in other parts of the country," a spokesman said, his lips tight with concern.

A humorist whose by-line has appeared on many Holiday articles once suggested to a bored lady that she take a trip around the world. "Oh I know," he quoted the lady as saying, "but there's so many other places I want to see first." Well, in *those* places too the April issue was selling out. In Los Angeles, where a tribute to San Francisco is looked upon with the same enthusiasm that a Hatfield would show to a McCoy being decorated for bravery, the newsstands were cleared of Holidays by noon on March 21, and bribes were being offered for additional copies. United Airlines in San Francisco, wanting a few copies, asked the airline's offices in Los Angeles and other cities to see if anything could be turned up in airport newsstands. In St. Louis, which isn't even in California, 67% of all allotted copies were sold at the end of eight days and a full sell-out was predicted. So it went, in more ways than one.

Another Holiday contributor once wrote, "There has never been an age more cruel to writers than this one — rendering their stuff obsolete almost before it escapes from the type-

writer." The number of people who announced their intention of *binding* their copies to preserve them, or who wrote to Holiday about bound copies, tends to shake this argument somewhat. The general feeling is that until someone comes along to do it better, San Francisco has been done.

These are busy days for editors. There are eight more issues this year and they must all make the impact that the April issue achieved. It isn't easy. But we doubt if writing "Walden" was easy and that, like the April issue of Holiday, was devoted to one place, too.

Caskie Stinnett

This Week in Washington . . .

FTC-Justice Department Teamwork Foretells Tougher Anti-Trust Activity

By Stanley E. Cohen
Washington Editor

WASHINGTON, April 19—The Kennedy administration is committed to a vigorous anti-trust enforcement policy, and it is well to recognize at this point that this assignment has been lodged in unusually skilled hands all around.

Lee Loevinger, who is directing anti-trust work for the Department of Justice, is the most seasoned anti-truster the government has had in many years. And Paul Rand Dixon, the new chief of the Federal Trade Commission, is a career man who started at the bottom and worked his way to the top.

As a man who practiced anti-trust law for 15 years, Mr. Loevinger brings a fresh point of view to the Department of Justice. To the toughness and dedication of his predecessors, he adds another ingredient—a willingness to innovate.

Mr. Loevinger made his reputation as an authority on private anti-trust litigation. He becomes an articulate and knowledgeable director of the Justice Department's anti-trust work.

■ "Conspiracy to violate anti-trust laws is economic racketeering," he says, "which gains no respectability by virtue of the fact that the loot is secured by stealth rather than by force." To those who complain that anti-trust laws are too "complex," he counters: "The temptation to get rich quickly by dishonest means abounds in private life. Some succumb, but we do not listen sympathetically to the plea that theft or embezzlement should be legalized because it is so difficult to acquire wealth by other means."

While many people think anti-trust law is a unique American idea dating from the 1890s, he observed the other day, it is actually one of the oldest concepts in the law, predating the ancient codes of the Near East. Even in those ancient days, he recalls, government adopted decrees to protect the public from oppression by those who had monopolistic economic power over the essentials of life.

For the first offense, there might be a relatively mild penalty. But for the second offense, the penalty could be extreme—cutting off a hand, or exile, or both.

Since taking office, he has been thinking in terms of tougher penalties for wilful anti-trust offenders. He's also been thinking up new ways to sharpen up the anti-trust staff. Among his current ideas:

More staff—But not too much more. With only $5,000,000 and a staff of less than 300 lawyers, he thinks the anti-trust force will need expanding. But he's not ready to say how much of an expansion. What happens to freedom, he asks, if there are too many policemen?

More planning—Because the Justice Department is largely a "district attorney," the anti-trust division's load has consisted chiefly of the cases that came over the transom. Mr. Loevinger hopes to set up some kind of a planning unit, so that at least some portion of the division's energy can be directed at target areas that it selects for itself. At present, his staff has no economists equipped to provide a broad view of economic problems, although it has a number of economists who specialize in preparing evidence for trial lawyers. He's been "around town" talking with heads of other departments, hopeful that some sources of broad economic information can be opened up.

More private litigation—As an expert on private anti-trust cases, Mr. Loevinger believes the danger of triple damage actions serves as an important "deterrent" to would-be offenders. But private cases are costly and hard to prove. Often the government has the evidence, but it accepts a consent settlement before the evidence becomes part of the public record.

Among his first moves since taking office has been to propose new procedures for negotiating consent settlements—now under consideration at the top level in the department—which will cut down the likelihood that the government will accept consent settlements that shut off the opportunity for injured parties to file legitimate damage claims.

■ Meanwhile, at FTC, Paul Rand Dixon is preparing a real housecleaning. When the dust settles, he hopes to throw out the red tape that has checked the commission's efforts to keep its work moving.

One-man supervision: His plans call for a single individual to be in charge of each case, from its inception until the end. That's a job roughly akin to the account executive in an advertising agency, but it is a concept previously unknown at FTC.

Mr. Dixon found that cases previously were investigated by one set of functionaries, prosecuted by a second, completely independent set. He says, "I don't want any FTC attorney explaining delay in a case by pointing to three other attorneys and then have them point to somebody in the middle who isn't there. It's amazing how much faster things move if a person, not an organization chart, is made responsible for their forward progress."

Central planning: Mr. Dixon feels FTC suffered from the same lack of central planning that Mr. Loevinger sensed at the Justice Department. Because FTC is an "administrative agency," he says, good central planning is needed, so that the right cases are selected and the right techniques used in each situation. For this planning work, he'll rely heavily on John Wheelock, an FTC veteran, who has been pulled out of the bureau of investigation, and earmarked for appointment as executive director of the commission.

■ Although the Kennedy administration is expected to put more money into anti-trust work at the Justice Department and the Federal Trade Commission, that is only a partial indication of the changes that are ahead. With the new teamwork that is developing within the government, it expects to get more results per dollar invested.

Consider, for example, the "new era of cooperation" which is developing between the anti-trusters in the two governmental units.

Both have separate as well as concurrent jurisdiction in the anti-trust field. But in the past, the Justice Department anti-trusters have been somewhat contemptuous of the quality of FTC work, while the FTCers have wilted in the face of Justice Department arrogance.

Now Attorney General Robert Kennedy has cracked the ice by shipping 56 of his department's most important anti-trust cases to FTC. These cases had already been settled, but the Justice Department admits it does not know whether it accomplished anything.

■ By asking FTC to make compliance investigations into these cases, the Attorney General frankly acknowledged that in some respects FTC is more versatile and powerful than even the Department of Justice. Now that the significance of this move has begun to permeate FTC, FTC men are standing a bit straighter and taller.

The potential of this new alliance was demonstrated impressively last Monday when representatives of the Justice Department sat side by side with Mr. Dixon, in a joint effort to convince the Bureau of the Budget to approve an additional $1,500,000 emergency appropriation so that FTC can carry out the assignment which the Attorney General has made.

There are other reasons to assume that the old antagonism between the two agencies is really going to melt:

• **Philip Elman:** Within a few days, he will be taking his place as a member of FTC. For many years he has been recognized as one of the outstanding career men on the staff of the Department of Justice, and he should be an effective catalyst between the two agencies.

• **Mr. Loevinger's respect for FTC's law:** Most Justice Department anti-trusters regard the Sherman Act, with its fight-to-the-finish concept of hard competition, as the only true anti-trust law. Many FTC laws, particularly the Robinson-Patman Act, look to them like "soft competition" which endangers the goals of the Sherman Act.

■ But Mr. Loevinger has publicly declared that there is no inherent inconsistency between the Sherman Act, which demands competition, and the FTC's R-P, which prescribes rules under which competition can be conducted.

"There is no sport or contest conducted in civilized society without its rules," he explains. "These rules invariably permit certain forms of rivalry and prohibit certain other types of action.

"Of course there are always those who decry any limitation on the mayhem or bloodshed that is permitted by the prevailing rules of organized sport. There will always be those who proclaim that any new rule takes all the fun and most of the competition out of the game.

"It is not necessary to hit below the belt in order to fight as hard as you can. The rules that prescribe the mode and weapons of competition are not anti-competitive, but on the contrary, are quite consistent with free and vigorous competition in a civilized society." #

BUTTERFLY—*Prince Gardner Co., St. Louis, introduces its new Butterfly accessories with color bleed pages in Holiday and Seventeen.*

'World-Herald' Names Bentley

Richard T. Bentley, formerly general manager of Donrey Media Group, Fort Smith, Ark., has been named business manager of the *Omaha World-Herald*. He takes over the post vacated in January, 1960, by Lyle Johnson, who subsequently became assistant business manager of the *San Francisco Chronicle* (AA, April 11, '60). Donald W. Reynolds, president of the Donrey Group, will assume the general manager post in addition to his other duties.

Britain Levies 10% Tax on All TV Advertising

(Continued from Page 1)

planning their market selling and advertising campaigns," he said.

"We believe that this tax should properly be borne by the program companies themselves and not be passed on to industry."

The tv program companies, which have been waxing fat on profits from commercial television, however, take the view that the tax should be passed on to advertisers. Excise authorities have served notice on program companies that they will be responsible for collecting duty, and the notice makes it quite clear that that new tax is called "an advertisement duty."

The Chancellor himself, in a television interview Monday night, was asked if the duty on advertisers is likely to be passed on to consumers. He said he had assumed that this would happen.

In Britain, the program companies produce the programs for tv and sell time to advertisers.

■ George Cooper, advertising sales manager of ABC Television, said: "What this means is that, for the first time ever, we are going to have a government tax on advertising."

The television advertising tax has aroused some strong criticism here among Conservatives, but it has been generally welcomed by Laborites who have long been advocating an advertising tax. Harold Wilson, Laborite spokesman on government finance, said in a television interview Tuesday, that he has been in favor of taxing television advertising for some time. His only criticism of the new tax, he said, is that it doesn't go far enough. He said he'd like to see it applied over a wider field of advertising.

The Conservative *Daily Mail* editorialized: "We do not like the tax on tv advertising. It enshrines a bad principle. It used to be applied to newspaper advertisements and was one of the 'taxes on knowledge' abolished by the Victorians. That was in 1853."

■ The Incorporated Society of British Advertisers, representing more than 500 advertisers responsible for some 70% of British advertising, described the tax as deplorable.

It stated: "Bad as such a tax is, it cannot even be defended on grounds of reducing the large profits of television companies, for these will be protected if they are allowed to pass on the tax to industry, as they are encouraged to do by the commissioners of customs and excise . . .

"The fact that the tax is discriminatory against one advertising medium only is objectionable, but is of secondary importance; the important issue is that any tax on advertising is a deterrent to freedom and initiative of British enterprise and will inhibit expansion of the economy as a whole."

■ A hassle is building up over whether tv program companies should pass the tax on to the advertisers. In announcing the tax, the Chancellor said, "I am sure that those concerned with the payment of the duty will not mind too much being bitten by the hand which originally fed them"—a reference to his part in the work of the Beveridge committee, which was largely responsible for introduction of commercial television here.

But the official notice served on program companies, making them responsible for collection of tax, said the expected finance bill will make provision for them to recover the duty from advertisers.

■ Associated Rediffusion, a leading program company, referred to "this new tax on advertisers" and went on to say that the company had been considering increasing rates but would "now have to think again."

Advertiser's Weekly editorialized: "The fact that the tax discriminates against one medium presents the advertising industry with an added problem. The question of who pays the television tax will be a severe test of client-media owner relations." Editor Bill Cathles, in a signed column, called it "a crazy impost, brake on marketing, a clumsy bludgeon aimed at suspected burglar but hitting innocent householder." #

'Country Beautiful,' Non-Profit Magazine, to Begin Publishing

CHICAGO, April 18—*Country Beautiful*, a non-profit consumer magazine, bowed here yesterday at a press conference.

The first issue, carrying a September issue date, will hit the newsstands this week. It will be published ten times yearly (monthly except July and August) by Country Beautiful Foundation, Brookfield, Wis., a non-profit organization set up especially to publish the magazine.

The publisher and editorial director is the Rev. Michael P. Dineen, a Catholic priest, who told reporters that the magazine is non-sectarian and "not an arm of the Catholic Church." He said it "will spell out man's relation to the land and the need for strong communities."

■ *Country Beautiful* is 12 x 9" and will sell for 50¢ a copy at newsstands. Yearly subscription in the U.S. and Canada is $5. The initial issue has 64 pages.

The first issue carries 11 ad pages. Advertisers are Sears, Roebuck & Co., Allstate Insurance, Whirlpool Corp., Globe-Union Inc., Hardware Mutuals-Sentry Life insurance companies, A. O. Smith Corp., Kohler Co., Milwaukee Road, Briggs & Stratton Corp. and Heil Co.

One time b&w page rate is $1,950. The magazine anticipates a circulation of 100,000 before the end of the year. A total circulation goal of 1,000,000 has been set.

■ Advertising in the magazine initially will be sold only by Vincent F. Deppisch, advertising director, and Roger Thorsen, assistant advertising director.

Any profits from ad revenues will be used to improve the publication and to provide college scholarships, Mr. Deppisch said.

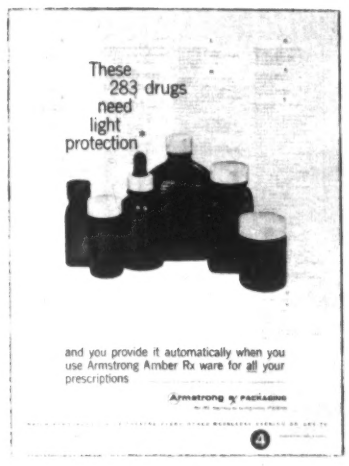
Some 350 persons contributed about $500,000 to establish the foundation, Rev. Dineen said. #

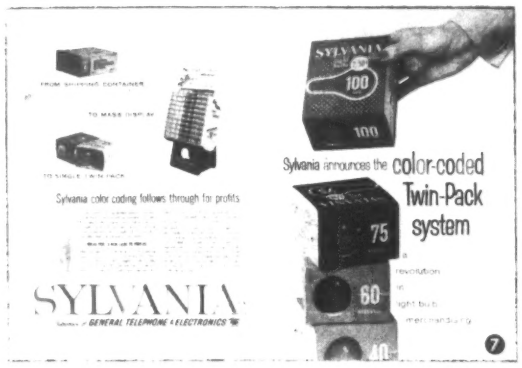
Coyle Named President of ABC International Television

Donald W. Coyle, previously vp in charge of the international division of American Broadcasting Co., New York, has been named president of the newly formed subsidiary, ABC International Television.

Donald W. Coyle

Before joining ABC's international division when it was formed in 1959, Mr. Coyle had been vp and general sales manager of ABC-TV.





ABP MERCHANDISING AWARDS—Awards, made annually by Associated Business Publications for the most effective advertising in merchandising papers, will be presented next week to advertisers and their agencies in New York. Shown here are the first award winners in the seven divisions.:

1. Advertising to introduce new products or new packaging to dealers and distributors—John Bean automotive division of Food Machinery & Chemical Corp., Lansing, Mich. (Jaqua Co., Grand Rapids).

2. Advertising to promote product features and give product information—Swingline Inc., Long Island City (Al Paul Lefton Co., New York).

3. Advertising to merchandise consumer advertising to the trade—Polaroid Corp., Cambridge, Mass. (Doyle Dane Bernbach Inc., New York).

4. Advertising to sell services; equipment and products not for resale—Packaging materials division of Armstrong Cork Co., Lancaster, Pa. (Batten, Barton, Durstine & Osborn, New York).

5. Advertising to link merchandise with seasonal promotion and to describe—and encourage the dealer to use—sales promotion aids such as window displays, counter displays, advertising mats, envelope stuffers, etc.—Skil Corp., Chicago (Fuller & Smith & Ross, Chicago).

6. Public relations, advertising, including trade association campaigns, institutional advertising, advertising by consumer media to influence dealers, sales training, endorsements, policy announcements, etc. and all other advertising not covered by preceding divisions—E. I. du Pont de Nemours & Co., Wilmington, Del. (BBDO, New York).

7. Use of dominant space—multiple page advertising which makes the most effective use of three or more consecutive pages in one issue. The themes of this advertising could embrace any one, a combination of two or more, or all of the preceding divisions—Sylvania division of General Telephone & Electronics Corp., New York (Kudner Agency, New York).

Polaroid, Du Pont Win ABP Awards for Second Year

(Continued from Page 2)

products or new packaging to dealers and distributors. First Award: John Bean automotive division of Food Machinery & Chemical Corp., Lansing, Mich. (Jaqua Co., Grand Rapids).

Objectives: To capitalize on the need for new service equipment to profitably handle the growing influx of compacts, sports, imports and unitized construction cars; to convince jobbers and users that John Bean equipment best meets this need; to serve as the basis of self-mailers for jobber-to-customer mailings.

Results: Sales up 25%, best year for the division. Inquiries doubled over any previous year. The company attributes a share of increased national account business with major auto manufacturers, tire and oil companies to the advertising campaign. The jobbers made 175% more direct mailings.

Awards of merit: Crown Zellerbach Corp., San Francisco (Lennen & Newell, San Francisco); Georgia-Pacific Corp., Portland, Ore. (McCann-Erickson, Portland).

Division 2—Advertising to promote product features and give product information. First Award: Swingline Inc., Long Island City (Al Paul Lefton Co., New York).

Objectives: To establish leadership in the hardware field, a distribution pattern relatively new to Swingline; to broaden distribution of Swingline products for hardware outlets; to impress the dealer with the rapid and uncontested growth achieved in the industry in a short three-year period.

Results: Sales of the Swingline staple guns in 1960 exceeded sales of the previous year by more than 30%. Eight major jobbers previously carrying competitive merchandise now carry Swingline staple guns and staples. Competition objected to the line: "More Swingline $4.95 staple guns sold than all others combined" but they were unable to refute the statement, according to the agency.

Division 3—Advertising to merchandise consumer advertising to the trade. First award: Polaroid Corp., Cambridge, Mass. (Doyle Dane Bernbach Inc., New York).

Objectives: To impress the trade with the content, weight and the quality of Polaroid's national advertising as an inducement for them to stock and promote Polaroid equipment with confidence in resulting sales.

Results: 1960 was a record sales year for Polaroid Corp. with more tie-in advertising and promotion at the dealer level than ever before.

Awards of merit: Sponge products division of B. F. Goodrich Co., Akron (Foote, Cone & Belding, New York), Prince Gardner Co., St. Louis (Grey Advertising, New York).

Division 4—Advertising to sell services, equipment and products not for resale. First Award: Packaging materials division of Armstrong Cork Co., Lancaster, Pa. (Batten, Barton, Durstine & Osborn, New York).

Objectives: To impress upon pharmacists the unique advantages offered by Armstrong prescription containers.

Results: An unusual amount of comment has been received from pharmacists regarding the advertising. The increase in business during 1960 was several times that enjoyed by the industry as a whole.

Awards of merit: Film division of American Viscose Corp., Philadelphia (Arndt, Preston, Chapin, Lamb & Keen, Philadelphia); Crown Zellerbach Corp. (Lennen & Newell).

Division 5—Advertising to link merchandise with seasonal promotion to describe—and encourage the dealer to use—sales promotion aids, such as window displays, counter displays, advertising mats, envelope stuffers, etc. First Award: Skil Corp., Chicago (Fuller & Smith & Ross, Chicago).

Objectives: Detailed announcements to retailers of new promotional merchandise for the fall-winter of 1960 and related sales promotion materials. Fall announcement to dealers of new lawn and garden models for the spring of 1961, together with announcement of an offer on a new permanent display for this line.

Results: Even though over-all industry sales of power tools were down in 1960, Skil sales for the year reached an alltime high, partly as a result of the sales success of the products and programs promoted in these ads. A large number of enthusiastic reports were received from both wholesalers and Skil salesmen to the effect that most of their retailers knew about and had been "pre-sold" on both Skil's fall-winter promotion and lawn and garden program, by the trade ads even before they made their sales calls. The fall 1960 level of new orders on Skil's lawn and garden line was 51.8% over 1959, despite generally lower levels of business in the hardware industry.

Awards of merit: Campbell Soup Co., Pittsburgh (BBDO, Pittsburgh); Trimfoot Co., Farmington, Mo. (Frank Block Associates, St. Louis).

Division 6—Public relations, advertising, including trade association campaigns, institutional advertising, advertising by consumer media to influence dealers, sales training, endorsements, policy announcements, etc., and all other advertising not covered by preceding divisions. First Award: E. I. du Pont de Nemours & Co., Wilmington, Del. (BBDO, New York).

Objectives: To remind the textile producing and distribution chain (mill to retailer) of the unique selling advantage they have when using Du Pont fibers, due to consumer knowledge and acceptance of Du Pont nylon, Orlon acrylic fiber and Dacron polyester fiber.

Results: A research study conducted by Seymour Smith & Associates for Du Pont showed that the audience was reading and reacting favorably to these ads. T-meter interviews were held with 200 trade and retail executives. Of the respondents, 20% have read one or more of the ads. All ad readers knew Du Pont was the advertiser. Two-thirds of them got at least part of the message Du Pont wished to convey. Readers considered these ads as serving them and less self-serving than similar competitive ads included in the study. In an informal survey, held in the fall of 1960, 38 of 40 retail executives recalled the ads. No negative comments were noted and many were highly favorable. One store executive, for example, said that the very fact that the animal ads are "different" and that they are well remembered is proof of the fact that they are doing the job they are designed to do—that is, gain the attention of store people for Du Pont fibers. Another store manager said he believed he was more conscious of and remembered more about the current Du Pont nylon, Orlon and Dacron series (the animal ads) than any other ads that are appearing in the magazine he mentioned.

Awards of merit: Preston Shirt Co., New York (Zlowe Co., New York), Youngs Rubber Corp., New York (deGarmo Inc., New York).

Division 7—Use of dominant space—multiple page advertising which makes the most effective use of three or more consecutive pages in one issue. The themes of this advertising could embrace any one, a combination of two or more, or all of the preceding divisions. First Award: Sylvania division of General Telephone & Electronics Corp., New York (Kudner Agency, New York).

Objectives: To announce the first major improvement in light bulb merchandising in 47 years; to show dealers and distributors the shelf appeal of the package, and the other ways it helps them increase their profits; to strengthen the Sylvania brand name as a major factor in home lighting.

Results: Salesmen reported that within 30 days awareness of this new program had reached all levels of their customer organizations. A satisfactory number of important new accounts were added to Sylvania's distribution pattern. Within a few months of this announcement, both major competitors announced new package programs of their own, incorporating many features of the Sylvania package. In addition, 133,000 reprints of the ad were requested by Sylvania salesmen who were highly enthusiastic about the entire announcement program spearheaded by this ad. Art work of the ad was prepared in such a manner that it could be used for slide films and sales presentations.

Awards of merit: Motorola Inc., Chicago (Leo Burnett Co., Chicago); True Temper Corp., Cleveland (F&S&R, Cleveland). #

'Post-Gazette' Appoints DiBernardo Ad Director

The *Pittsburgh Post-Gazette* has appointed Angelo DiBernardo retail advertising director, succeeding George A. Somarindyck, vp, who is retiring. The appointment will become effective May 1.

Angelo DiBernardo

Mr. DiBernardo, who joined the newspaper in 1947, is currently retail advertising manager, a post he has held since 1959. Lee Austin will continue as assistant advertising director.

Cobb Joins McCann-Marschalk

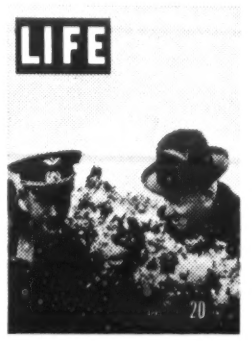
James H. Cobb, veteran airline executive, has left Fletcher Richards, Calkins & Holden, New York, where he worked on Eastern Air Lines, to become a vp and manager of the Miami office of McCann-Marschalk Co., agency for National Airlines. Mr. Cobb is a former ad manager of American Airlines and Delta Air Lines. He succeeds George Bremser Jr., who has resigned.

The Name Is Ebco, Not Emco

In a caption in the April 17 issue, reference is made to the Emco Mfg. Co. The correct name is Ebco Mfg. Co. Ebco, which is located in Dayton, O., makes water coolers.

From thousands of pictures—twenty-five were picked to bring the drama of one week's news to LIFE's readers. ¶ From Moscow, with the speed-of-LIFE, exclusive photographs of crowds greeting Spaceman Yuri Gagarin on Friday reached LIFE the next morning. ¶ From Washington and Cape Canaveral came pictures of our own Astronauts and officials as they learned of the Russian orbit. ¶ From news centers the world over, LIFE Editors received thousands of photographs of world reaction to the Soviet space leap and put together an 11-page picture report—on sale only four days later. ¶ Such speed, unmatched by any other mass magazine, was pioneered by LIFE to bring readers news and world response to the news while it is still news.

And this same speed-of-LIFE makes it possible for advertisers to move fast, too. ¶ Two-color and black & white advertising plates can be in print just seven days later. In this same week's issue alone, American Motors and Gibson Refrigerator Sales Corp. ran ads that closed only seven days before the on sale date. RCA Victor ran a *four-color* page that closed just 22 days before—twice as fast as it could in the only other general weekly—almost three times as fast as it could in the fortnightly. ¶ *Week after week, the drama of history is LIFE's business and LIFE's purpose—the speed-of-LIFE is one of LIFE's great differences.*



THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker